



NBC COLOR TELEVISION NEWS

January 2, 1963

MORE YOUNGSTERS HAVE GROWN UP AND THEY WILL BE IN FAMILY GROUPS
AGAIN SEEING MARY MARTIN IN 'PETER PAN' ON NBC-TV IN COLOR

A whole new audience of children; too young back in 1960 to stay up to see Mary Martin in "Peter Pan," will have the thrill of watching the fourth TV presentation of Sir James M. Barrie's classic on Saturday, Feb. 9, from 7 to 9 p.m. EST, in color. This production, starring Miss Martin in the title role and Cyril Ritchard as Captain Hook, originally was telecast Dec. 8, 1960, under the personal direction and supervision of Vincent J. Donehue. The program is a Richard Halliday-Edwin Lester production.

In the Feb. 9 repeat, Maureen Bailey appears as Wendy and Jane, Margalo Gillmore as Mrs. Darling, Sondra Lee as Tiger Lily, Jacqueline Mayro (as Liza, Joe E. Marks as Smee, Norman Shelly as Nana and the Crocodile, Peggy Maurer as the grown-up Wendy, Joey Trent as John, Kent Fletcher as Michael and Edmund Gaines as Slightly. Lynn Fontanne is the narrator during a brief portion of the fantasy.

Older children will have the delight of telling younger members of their families of the wonders of "flying," as taught by the irrepressible boy who wouldn't grow up; of the desert island peopled by not-so-fierce Indians and comedy-fierce pirates, of the little tree house where Wendy acted as "mother" for the Lost Boys, and other highlights of the story.

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Almost invariably in recalling "Peter Pan," children will tell about Captain Hook, a villain who never scares them for a moment, and his dreadful fear of the crocodile who had swallowed an alarm clock. It is a bedtime story which even the youngest will love. So all those little ones who were packed off to bed back in 1960, before Mary Martin flew through the window scattering fairy dust, will be able to join their big brothers and sisters this time to see the enchanting tale of Never Never Land.

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NBC-New York, 1/2/63

WNBC-TV'S "NEWSPAPER OF THE AIR" AND "EVENING REPORT" CONTINUE SCHEDULING BY-LINERS WHILE 9 N.Y. DAILIES ARE SHUT BY STRIKE

Art Buchwald, syndicated writer whose column appears in the New York Herald Tribune, will be a guest on WNBC-TV's "Evening Report" Friday, Jan. 4 (9:30-10 p.m. EST).

"Evening Report" is a supplement to WNBC-TV's 90-minute "Newspaper of the Air" which, Monday through Friday, presents New York newspapermen who have not been read since the strike shutdown of nine Metropolitan dailies.

"Newspaper of the Air" guest for Thursday, Jan. 3 is Jack Gould, TV-radio critic for the New York Times. Scheduled to appear on the program Wednesday, Jan. 2 were Max Lerner, columnist for the Post; Joy Fisher of the office of educational services of the New York City Board of Education, and, as previously announced, Bob Williams, TV-radio columnist for the Post.

NBC-New York, 1/2/63

JACK TRACY
ROOM 320

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

January 3, 1963

FCC IMMEDIATE RELEASE

The National Broadcasting Company and Philco Broadcasting Company today announced that they are filing a joint request with the Federal Communications Commission for withdrawal of the Philco application for authority to operate a television station in Philadelphia on Channel 3, which is now assigned to WRCV-TV, the NBC station in Philadelphia. The request for withdrawal, which is subject to FCC approval, provides that NBC will reimburse Philco for the expenses it has reasonably incurred in furthering its application for Channel 3.

NBC TELEVISION NETWORK NEWS

January 3, 1963

'TODAY' STARTING ITS 12TH YEAR ON NBC-TV

On January 14, 1952, NBC-TV's "Today" show made its debut. Since that morning, the Monday-through-Friday (7-9 a.m. EST) program has become an American institution. In millions of homes, it has become as important a part of starting the day as orange juice and coffee.

"Today" has achieved such a status because of its continuing efforts to reflect what is important and interesting in the world.

Therefore, as "Today" prepares to celebrate its 11th anniversary, far from resting on past laurels, the NBC News presentation continues to gain new recognition and importance.

One of the latest achievements in "Today's" long history was reached this past month, on Dec. 6, when Adlai E. Stevenson, United States Ambassador to the United Nations, selected the program to rebut a magazine article which discussed his role in the Cuban crisis. Mr. Stevenson's remarks on the telecast made page one news.

The Ambassador's appearance also underscored the unusual influence "Today" has in official Washington.

The morning after the interview, New York Times television editor Jack Gould wrote that the "Today" program "is by now a recognized means of making certain that one's views reach important ears at the White House, in the Cabinet and in Congress. In this respect, it is regarded by Washington officials as the electronic equivalent of the front pages of some newspapers."

Ambassador Stevenson, however, was just one of the many prominent government officials who have been on "Today" during the past
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year. Every member of the President's cabinet has been interviewed at least once. The appearance of each cabinet member on "Today" to review his department's accomplishments and discuss upcoming plans with NBC News correspondent Martin Agronsky has been a "Today" feature at early dates of the past several years. In a special pre-election series last Fall, Agronsky also interviewed 14 candidates in Senatorial and gubernatorial contests of national interest.

During 1962 alone, "Today" was host to 30 Senators, 24 representatives, nine governors, and 51 other officials including assistant cabinet members, agency heads and Presidential assistants.

In every case, the officials visited "Today" when they were in the news headlines. W. Averell Harriman, Assistant Secretary of State for Far Eastern Affairs, appeared soon after returning to the U. S. from a mission to India and Pakistan. Arthur Sylvester, Assistant Secretary of Defense, and Robert Manning, Assistant Secretary of State, visited "Today" to explain their handling of news during the Cuban crisis. Postmaster General J. Edward Day explained his reasons for the mass distribution of imperfect Dag Hammarskjold stamps after several of the misprints were discovered.

Also during 1962, Anthony J. Celebrezze made his first live TV appearance as Secretary of Health, Education and Welfare on "Today," and Senator-elect Birch Bayh Jr. (D.-Ind.) made his network TV debut on the program. Right after Bayh was interviewed, Vice President Lyndon Johnson called him to congratulate the Senator-elect on his performance.

Some 26 foreign dignitaries also made "Today" one of their stops while in the U. S. last year. Among them were England's former Prime Minister Anthony Eden, British Foreign Secretary Lord Home, Premier Cyrille Adoula of the Congo, and West German Defense Minister Franz Josef Strauss.

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Though "Today" is always on top of the news, entertainment isn't neglected either. As the New York Times' Jack Gould said: "The gymnastic secret that makes 'Today' an institution is to keep one foot in Pennsylvania Avenue and the other in Shubert Alley."

Last year, "Today" devoted two entire telecasts as musical tributes to George Gershwin and Lorenz Hart, respectively. Also during the past 12 months, "Today" viewers laughed with comedians Jack E. Leonard and Vaughn Meader, heard ballads by Betty Clooney and folk songs by Oscar Brand, enjoyed classical music by the Fine Arts Quartet, jazz by the Gramercy Five, and the artistry of pianist Peter Nero and guitarist Carlos Montoya.

Other showbusiness guests included Peter Ustinov, Maureen O'Sullivan, Elia Kazan, John Huston, George Abbott, Benny Goodman, Richard Rodgers, and the late Dick Powell.

A total of 127 authors also was seen on "Today" last year. The list included: C. P. Snow, Eugene Burdick, Erskine Caldwell, James Jones, Harry Golden and Paddy Chayefsky.

Notables from the field of sports, fashion, education, science and art also were seen regularly on "Today."

While "Today" regularly originates live each morning from the street-floor Florida Showcase exhibit center in Rockefeller Center, New York City, during the past year the program has traveled to tape telecasts at points of interest from the Virgin Islands and Florida Keys to Seattle, Wash. The program also has originated from a moving towboat on the Mississippi River at St. Louis; aboard the cruise ship S. S. Canberra docked in New York; from Detroit, Mich.; Los Angeles, Calif.; Dallas and Ft. Worth, Texas, and Lenox, Mass.

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The year 1962 also brought several changes in the "Today" cast. Hugh Downs took over as host on Sept. 10. Jack Iescoulie, one of the original "Today" cast members, returned to the program after a one-year absence. And Pat Fontaine was named "Today Girl." Completing the "Today" foursome is Frank Blair, who also has been with the program since its debut, and who presents the news. A major off-camera change was the naming of Al Morgan, novelist and award-winning radio documentary writer-producer, as producer.

As "Today" looks forward to its 12th year on NBC-TV, its millions of viewers can also look forward to more of the effective blend of topical news, entertainment and features that have made "Today" the institution it is.

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NBC-New York, 1/3/63

January 3, 1963

NBC'S DR. THOMAS E. COFFIN TO ADDRESS RESEARCH DISCUSSION GROUP
OF AMERICAN MARKETING ASSOCIATION IN NEW YORK

Dr. Thomas E. Coffin, Director, Research, National Broadcasting Company, will address the American Marketing Association's advertising research discussion group meeting at the Brass Rail Restaurant in New York City on Thursday, Jan. 10.

"Beyond Audience: The Measurement of Advertising Effectiveness" is the title of Dr. Coffin's address, in which he will emphasize the impact side of measuring advertising effectiveness.

Dr. Coffin will offer the thesis that the effectiveness of advertising has two basic dimensions, audience size and depth of impact, and he will discuss the measurement of audience impact.

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January 3, 1963

KINO, WINSLOW, ARIZONA, BECOMES
AN NBC RADIO NETWORK AFFILIATE

KINO, Winslow, Ariz., has joined the NBC
Radio Network effective Jan. 1, 1963.

The new affiliate is owned by Willard
Shoecraft, and will be managed by Eric Manola.

KINO operates full time with 250 watts
on 1230 kc. The station's address is KINO Radio,
Town House Motor Hotel, Winslow, Ariz.

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NBC COLOR TELEVISION NEWS



January 3, 1963

'BOXING IN THAILAND' WILL BE PREMIERE COLOR TELECAST
OF 'SPORTS INTERNATIONAL WITH BUD PALMER' ON NBC-TV

"Boxing in Thailand" -- the study of a savage sport flourishing among a gentle, religious people -- will be the first program when "Sports International with Bud Palmer" has its premiere as a 90-minute sports series in color on the NBC-TV Network Saturday, Jan. 12 (3:30 to 5 p.m. EST).

Palmer, a versatile sportscaster and former college and professional basketball star, is the host and executive producer of the series of sports specials, which have been filmed at sports centers and stadiums throughout the world. Besides focusing on both popular and unusual sporting events and competitions, "Sports International" will show how customs and traditions associated with these sports originated.

"Boxing in Thailand" was filmed in and around Bangkok. Palmer points out that the Thai version of boxing encourages almost every form of attack except biting and gouging -- feet, knees and elbows are as legal as the fists -- and the enthusiasm of the spectators matches the determination of the contestants.

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2 - 'Sports International with Bud Palmer'

The program features a five-round bout for the Thailand championship in the small tiger (112-pound) division between boxers named Dong and Visnudez at Rajadamnoen Stadium.

Closely integrated with the bout itself is an explanation of the religious significance of the pantomime dance performed by each fighter prior to the bout and of the music played during each round, interviews with the boxers and chief referee Chua, demonstrations of the various blows and techniques, and a visit to a Thai boxer's training camp. The program also shows the important role boxing in Thailand has played and continues to occupy in the culture of the country, and traces the sport's origination through such other hand-to-hand combat as long-sword fighting and spear fighting.

The "Sports International" color series is produced by PGL Productions Inc. Alfred Viola is the producer of the "Boxing in Thailand" premiere program, with Henry Trettin as director and Cherney Berg as writer.

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NBC-New York, 1/3/63

January 3, 1963

DICK POWELL DIES

Dick Powell, 58, died last night in his Beverly Hills home. The noted actor-producer succumbed to cancer at 9:30 p.m. His wife, actress June Allyson, was at his side.

Powell was first taken ill in September when he was on a promotional tour for the "Dick Powell Show," seen weekly on the NBC-TV Network. After cobalt treatments he seemed to have improved. Last month however he was again hospitalized when he complained of a back pain. It was soon connected to his cancer condition.

A memorial service will be held on Friday, Jan. 4, at 11 a.m. in St. Paul's All Episcopal Church in Beverly Hills. No funeral arrangements have been announced.

Previous arrangements for the continuation of the "Dick Powell Show" on television, with many of Hollywood's foremost stars serving as hosts, will be carried out. There are no additional programs starring Powell which have not been shown on TV.

Powell was born in Mountain View, Ark., on Nov. 14, 1904. He is survived by his wife, and their two children, Pamela Allyson Powell, 14, and Richard Keith Powell, 12. (Richard is their natural son, but Pamela was adopted). While married to actress Joan Blondell, he adopted her son, Norman, of a previous marriage. Norman Powell is now 29, and a producer at Four Star Television. Powell and Joan Blondell had one child, Ellen, who is now married to Hollywood stuntman Chuck Hayward. Norman Powell is the father of four children and Ellen the mother of one. Powell became famous for his "singing marine" roles in films of the early 1930's.

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During the 1940's he dropped the singing in favor of dramatic roles, and in the 1950's he became one of the first top actors to enter television. Along with Charles Boyer and David Niven he founded Four Star Television Productions. He often joked that the fourth star was the U. S. government. For the past two years he has been producer-star-host of NBC-TV's "Dick Powell Show."

His last acting role was in "Court Martial of Capt. Wycliff," which was filmed in August. Last September, while on the promotional tour for the show, he suffered the first illness of his life. He was rushed home from New York, hospitalized, and informed he had cancer. He resigned as president of Four Star, but stayed on as chairman of the board.

Powell, who was an avid sportsman, recently purchased a 64-foot yacht, and announced that "I'm going to take next year off and sail that baby all around the world."

Among his early Hollywood films were "Forty-Second Street," "Flirtation Walk," the "Golddiggers" series, and "Shipmates Forever." His first film was in 1932. During the late 1940's he starred on his radio show "Richard Diamond, Private Detective."

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NBC-New York, 1/3/63

TELECASTS WITH NOTED NEWSPAPER PERSONALITIES PARTICIPATING
CONTINUE ON WNBC-TV DURING N.Y. NEWSPAPER STRIKE

WNBC-TV's "Newspaper of the Air" will complete its 19th edition Friday, Jan. 4 as the 90-minute Monday-through-Friday news series (5 p.m. EST) continues to broadcast local, state, national and international news to the New York area affected by the strike shut-down of nine dailies.

Through Jan. 2, a total of 46 newspaper personalities -- columnists, editors, cartoonists, sports writers, fashion reporters and a photographer -- appeared on the series.

They have reviewed TV shows and Broadway plays, discussed the newspaper strike, made society announcements, and examined the stock market, among the program's list of newspaper-type features.

The program is assembled each day by producer Chet Hagan, associate producer-writer Jerry Jacobs and a staff that includes NBC News correspondents and writers.

Bill Ryan has been anchorman on the program most regularly. The program contains sections for local news, obituaries, sports, weather, the comics, movie listings, skiing reports and theatre news.

In time, the program has already totaled $19\frac{1}{2}$ hours, or about the length of time a regular half-hour TV series appears on the air during an entire season.

Hagan and his staff also produce "Evening Report," a special WNBC-TV half-hour each Friday (9:30 p.m. EST) that capsules the news as the weekend begins.

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NBC-New York, 1/3/63

NBC TELEVISION NETWORK NEWS 2-X-H

'THE DEATH OF STALIN' AND 'THE RISE OF KHRUSHCHEV'

'NBC White Paper' to Present Two Documented TV Programs

On Six Critical Years in Recent Russian History

FOR RELEASE MONDAY A.M., JAN. 7

A documented study of the dramatic events of six critical years in recent Russian history -- from the final months of Joseph Stalin's rule of terror to the emergence of Nikita Khrushchev as undisputed leader of the Soviet Union -- will be presented in two programs, a week apart, in the "NBC White Paper" series on NBC-TV.

The first program, "The Death of Stalin," will be telecast Sunday, Jan. 27 (10-11 p.m. EST), and its sequel, "The Rise of Khrushchev," Sunday, Feb. 3 (10-11 p.m. EST). Narrated by Chet Huntley, both filmed programs will feature reports from eyewitnesses to developments in the Soviet Union from October, 1952, to early 1958. These authoritative accounts were obtained in a year-long effort to probe the secrecy surrounding much of the history of that period, to ascertain the facts and to assess their importance. As further documentation, the two programs will present contemporary newsfilm from East Germany, Poland and other Communist countries, much of which has not been seen in the United States.

"The Death of Stalin" will cover the final purges of Stalin's absolute rule, highlighted by the so-called "doctors' plot"; the Red dictator's death on March 5, 1963, and the public mourning; the uneasy alliance of Malenkov, Beria and Molotov in collective rule, and the "liquidation" of Beria, which broke the domination of the Secret Police as an internal political force and signaled the end of the Stalin era.

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Continuing the story, "The Rise of Khrushchev" will show how Khrushchev defeated his opponents, one by one, in the ensuing power struggle and became, by February, 1958, sole heir to Stalin's power by holding Stalin's two titles, chairman of the Council of Ministers (premier) and first secretary of the Communist party. It will recount Khrushchev's tactics to increase his authority: how he strengthened his hold on the Communist party throughout Russia; his triumph over Stalin's heir-apparent, Malenkov, in an open fight over domestic policy; Khrushchev's visit to Yugoslavia and the signing of a good-will treaty with Tito; Khrushchev's denunciation of Stalin in a secret speech before the 20th Communist Party Congress; how Khrushchev preserved the Soviet empire by crushing the Hungarian revolt, and how he split and defeated the Malenkov-Molotov alliance against him.

"The Death of Stalin" and "The Rise of Khrushchev" will be presentations of Creative Projects, NBC News, under supervision of executive producer Irving Gitlin. Fred Freed, who produced and wrote both programs, was producer last season of two other "White Papers" on phases of Communism: "Khrushchev and Berlin," showing how the Soviet premier exploited the Berlin crisis, and "Red China," an examination of the progress and problems of the Chinese Communists. Len Giovannitti was associate producer and director of "The Death of Stalin" and "The Rise of Khrushchev." Jacques Katel, associate editor of Atlas Magazine, was consultant for both programs.

To sift truth from fiction and to present the most authentic accounts available of what were, in many cases, secret proceedings, Freed and his staff sought out persons all over the world who were in the best position to know the facts. These included Communist and former Communist officials, leaders and diplomats of non-Communist countries

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and distinguished journalists, authors and political experts from the United States and abroad. Many of their first-hand reports have never before been presented in a broadcast.

Those appearing in "The Death of Stalin" include: K.P.S. Menon, former Indian ambassador to the U.S.S.R., the last non-Communist who saw Stalin alive; Auguste Lecouer, a former Communist, now editor of Nation Socialiste, who in 1952 was the No. Two man in the French Communist Party and led the French delegation to the 19th Communist Party Congress; Severyn Bialer, a former member of the Central Committee of the Polish Communist Party, who is now completing a doctorate thesis at Columbia University; Giancarlo Pajetta, second in importance in the Italian Communist party; and Georges Brutel, assistant secretary general of the French Socialist party.

Also appearing in the first program are NBC News' Senior European correspondent Joseph C. Harsch; Philippe Ben, Warsaw correspondent for Le Monde; Harrison Salisbury, former Moscow correspondent for the New York Times; Henry Shapiro, former Moscow correspondent for United Press International, and Madame Amber Bousoglou of the French News Agency.

Several of these people also will participate in "The Rise of Khrushchev." In addition, this second program will include reports from Sir William Hayter, former British ambassador to the U.S.S.R.; Marshall MacDuffie, former U.N.R.R.A. administrator in the Ukraine; NBC News correspondent Irving R. Levine, who was stationed in Moscow during the period covered; Turner Catledge, managing editor of the New York Times; Seymour Freidin, executive editor of foreign news, New York Herald Tribune; Edward Crankshaw, British journalist and author of several books on the Soviet Union; and Wolfgang Leonhard, German author and expert on Soviet affairs.

NBC COLOR TELEVISION NEWS



January 4, 1963

NBC OPERA COMPANY PRODUCTION OF MONTEMEZZI'S

"THE LOVE OF THREE KINGS" WILL HAVE REPEAT

TWO-HOUR COLOR BROADCAST ON NBC-TV NETWORK

The NBC Opera Company production of "The Love of Three Kings" will be repeated on Sunday, Jan. 27 (NBC-TV Network color broadcast, 2-4 p.m. EST). Heading the cast are Phyllis Curtin, Giorgio Tozzi, both of the Metropolitan Opera, and Frank Porretta and Richard Torigi. The performance is conducted by Alfred Wallenstein.

"The Love of Three Kings" by the 20th Century Italian composer Italo Montemezzi has been presented at various times at the Metropolitan Opera and in other opera houses of the country, but has not become a regular part of repertory.

The work is romantic and flamboyant, and demands a first-class acting cast as well as fine singers, thus making this opera especially suitable for television. On its initial NBC-TV presentation Feb. 25, 1961, both public and critical acclaim bore this out.

In the story, blind King Archibaldo (Tozzi), a conqueror from the north, discovers his daughter-in-law Flora (Miss Curtin) is unfaithful to her husband, his son Manfredo, (Torigi) to whom she was married although she loved Prince Avito (Porretta). After he finds her in Avito's arms, he strangles her, knowing her husband would have

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forgiven her. In his drive to find the identity of the lover, since he could not see him, the blind man poisons her lips as she lies on her bier. Not only does Avito the lover kiss her dead lips, but so does Manfredo, the husband. Only Archibaldo is left alive, and his blindness cuts him off from the world.

Sem Benelli wrote the libretto for this melodramatic opera. The NBC Opera Company production is sung in English, in a translation by Joseph Machlis. Sets for the production were designed by Ed Wittstein and costumes by Lewis Brown. The production was directed by Kirk Browning and produced by Samuel Chotzinoff.

This is the third presentation of the NBC Opera Company for the 1962-63 season. Forthcoming productions include the world premiere of Gian Carlo Menotti's opera "Labyrinth" on Sunday, March 3 and the complete "St. Matthew's Passion" in two two-hour presentations Saturday and Sunday, April 6 and 7.

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NBC-New York, 1/4/63

NBC'S FRANK BLAIR (AS MODERATOR) AND JAMES STABILE TO PARTICIPATE
IN CONFERENCE OF CATHOLIC APOSTOLATE OF RADIO, TV AND ADVERTISING

Frank Blair, news commentator of NBC-TV's "Today" show, will serve as moderator at the First CARTA (Catholic Apostolate of Radio, Television and Advertising) Conference to be held at the Hotel Commodore, New York, on Jan. 12. Senator Eugene J. McCarthy of Minnesota will make the keynote address.

Under the title, "Can Advertising Permit Regulation to Replace Rights, Reason and Responsibility?" the conference will explore the ethical responsibilities inherent in the advertising industry.

James Stabile, Vice President and Associate General Attorney for NBC, will be among the prominent figures in finance, advertising, government, education and publishing who will participate in the conference.

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NBC-New York, 1/4/63

NBC TELEVISION NETWORK NEWS

January 3, 1963

'BOB HOPE CHRISTMAS SHOW' BRINGS COMEDY STAR AND HIS HEADLINE TROUPE
TO NBC-TV SPECIAL HOUR BASED ON THEIR PACIFIC U.S.O. TOUR

On-the-spot filmed highlights of Bob Hope's 1962 Yuletide tour to entertain GIs in Japan, Korea, Okinawa, Taiwan, the Philippines and Guam will be broadcast as "The Bob Hope Christmas Show" Wednesday, Jan. 16 (NBC-TV Network, 9-10 p.m. EST, in black and white only).

(NOTE: "Perry Como's Kraft Music Hall" will be pre-empted this date).

Lana Turner, Janis Paige, Anita Bryant, Jerry Colonna, Amedee Chabot (Miss USA), Peter Leeds and Les Brown and His Band of Renown, who trouped with Hope for 12 days to cover an 18,000-mile itinerary, are guest stars on the full-hour show. Also featured in the telecast are faces of many GIs -- a portion of the quarter of a million servicemen stationed at some of the world's loneliest outposts -- who witnessed Hope's USO shows.

In addition to the actual entertainment as it was presented to the servicemen, the broadcast will include filmed accounts of the stars as they toured the "no-man's-land" between North and South Korea at Panmunjom, and also when they were entertained by the Negritos, a former head-hunting (but now peaceful) pygmy tribe of Filipino natives.

Hope's monologue will consist of excerpts from several monologues delivered throughout the tour.

Hope and Miss Turner will be seen in a sketch entitled "The Mongolian Fruitcake," in which Miss Turner, as a USO entertainer, is

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2 - 'Bob Hope Christmas Show'

captured by a Red Chinese General, Egghead Foo Young, and uses her charms to escape. Lana and Bob return for their version of the new dance craze, Bossa Nova.

Musical comedy star Janis Paige performs a dance to the standard tune, "Ballin' the Jack," and then plays a beatnik wife to one of the most unusual GIs in Korea, No Class Wingy Hope.

Songstress Anita Bryant offers the spiritual, "He's Got the Whole World in His Hands," and a rhythm ballad, "Foot of the Bed." Hope joins Anita for a sketch based on the tune "Walkin' My Baby Back Home."

As usual, Jerry Colonna impersonates a variety of characters, but none as outlandish as his role of a geisha during the shows in Japan.

Amedee Chabot, 17-year-old beauty from Canoga Park, Calif., otherwise known as Miss USA, does a stand-up comedy spot with Hope and later is joined by a serviceman from the audience who is invited to play a love scene with her.

Jack Shea is director and Roland Dupree is choreographer for the Janis Paige dance and for the Bossa Nova. Bob Hope is executive producer of the telecast.

"The Bob Hope Christmas Show" will be sponsored by U.S. Time Corporation (through Warwick and Legler Inc.) and Lever Brothers Co. (through Foote, Cone and Belding Inc.).

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NBC-New York, 1/3/63

January 4, 1963

TEX ANTOINE ENCOMPASSES RESEARCH AND KNOWLEDGE
IN QUEST FOR ORIGIN OF THE WORD 'NEWS'
FOR WNBC-TV'S 'NEWSPAPER OF THE AIR'

News is where you find it and Tex Antoine, who reads the comics on WNBC-TV's "Newspaper of the Air," found it in a new book, "Dictionary of Word and Phrase Origins" by William and Mary Morris.

As Tex explained on the New York station's telecast of Thursday, Jan. 3, "The Morrisises tell us that one of the most prevalent, but erroneous stories of the origin of the word is that it derived from the points of the compass -- N-E-W-S. But that's wrong.

"Actually, 'news' -- originally spelled n-e-w-e-s -- has been part of our language since the Norman conquest and appears to be a translation of the French 'nouvelles' of the same meaning."

Tex added that the Latin "nova" meant "those things that are new" as did the Greek "neos."

"But one malcontent on our staff, who likes the idea that the word 'news' came from points of the compass," Tex said, "suggests that maybe the Latin 'nova' and the Greek 'neos' came from the points of their compasses."

("Newspaper of the Air" is being telecast by WNBC-TV Mondays through Fridays, 5-6:30 p.m. EST, during the strike shutdown of nine metropolitan dailies.)

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January 7, 1963

FIVE ADVERTISERS BUY SPONSORSHIP IN 'SPORTS INTERNATIONAL
WITH BUD PALMER,' NEW 90-MINUTE COLOR SERIES ON NBC-TV

Five advertisers have purchased sponsorship in "Sports International with Bud Palmer," which starts as a 90-minute sports series in color on the NBC-TV Network Saturday, Jan. 12 (3:30-5 p.m. EST), it was announced today by Richard N. McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

The advertisers (and their agencies) are: Georgia Pacific Corporation (McCann-Erickson Inc.), General Mills Inc. (Knox Reeves Advertising Inc.), Bristol-Myers Company (Doherty, Clifford, Steers & Shenfield Inc.), P. Lorillard Company (Grey Advertising Inc.) and Colgate-Palmolive Company (Ted Bates & Company).

"Boxing in Thailand," the study of a fierce sport flourishing among a gentle, religious people, will be the first program in the new series.

Bud Palmer, a versatile sportscaster and former college and professional basketball star, is host and executive producer of the series of sports specials. Besides focusing on both popular and unusual sporting events and competitions, "Sports International" will relate the customs and traditions associated with the origin of the sports.

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NBC COLOR TELEVISION NEWS



CREDITS FOR 'SPORTS INTERNATIONAL WITH BUD PALMER,'
90-MINUTE SATURDAY SERIES IN COLOR ON NBC-TV

Time: NBC-TV Network color series, Saturdays,
starting Jan. 12 (3:30 to 5 p.m.
EST).

Host: Bud Palmer.

Format: Series of 90-minute sports specials,
filmed in color at sports centers
and stadiums throughout the world.
Programs will present "in depth"
closeups of popular and unusual
sporting events and competitions,
and will show how customs and
traditions associated with these
sports originated.

(Premiere Program: "Boxing in Thailand.")

Executive producer: Bud Palmer.

Packager: PGL Productions Inc.

Producer: (Alfred Viola for premiere program.)
Henry Trettin and Viola for other
programs.

Director: (Henry Trettin for premiere program).
Alfred Viola and Trettin for other
programs.

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2 - 'Sports International' Credits

Writer: Cherney Berg.

Supervising editor: Anthony Ciccolini.

Film editor: (Robert Braverman for premiere program).

Music composed and
conducted by James Timmens.

Theme Music: "Sports International" by James Timmens.

Music editor: Angelo Ross.

Director of Photography: William Garroni.

Overseas unit manager: Joseph Viola

New York production
coordinator: Justin Morgan Jr.

Sound by James Linnan.

Sound mixer: Albert Gramaglia.

Assistant cameraman: William Walsch Jr.

Title designer: Jerome Lieberman.

Sponsors (and Agencies): Georgia Pacific Corporation (McCann-
Erickson Inc.), General Mills Inc.
(Knox Reeves Advertising Inc.),
Bristol-Myers Company (Doherty,
Clifford, Steers & Shenfield Inc.),
P. Lorillard Company (Grey
Advertising Inc.), Colgate-Palmolive
Company (Ted Bates & Company).

NBC Press representative: Bob Goldwater (New York).

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NBC-New York, 1/7/63

WEEK'S GUESTS LISTED FOR WNBC-TV'S "NEWSPAPER OF THE AIR"
AS STRIKE SHUTDOWN OF 9 N.Y. DAILIES ENTERS FIFTH WEEK

WNBC-TV's "Newspaper of the Air" scheduled the following guests for the week (of Jan. 7-11) as the 90-minute telecast entered its fifth week as a Monday-through-Friday (5-6:30 p.m. EST) series.

Monday, Jan. 7 -- Howard Taubman of the New York Times, Steve Scheuer, editor of TV Key syndicate (whose service appears in the New York Journal-American) and Joy Fisher of the office of educational services of the New York City Board of Education.

Tuesday, Jan. 8 -- Priscilla Tucker of the Herald Tribune, U.S. Senator Jacob K. Javits (R.-N.Y.), and Peter Cotes, producer of "Hidden Stranger" (which will open this night on Broadway).

Wednesday, Jan. 9 -- Barnett Laschever, travel editor of the Herald Tribune, and Dave Hoffman, aviation editor of the Herald Tribune.

Thursday, Jan. 10 -- Harriet Morrison, home furnishings writer for the Herald Tribune and Warren Berry, financial reporter for the Herald Tribune.

Friday, Jan. 11 -- Bob Williams, TV-radio columnist for the New York Post, Priscilla Tucker and Barnett Laschever.

The programs are designed for the period in which New York is affected by the strike shutdown of nine dailies.

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NBC-New York, 1/7/63

CAST, CREDITS AND STORY SUMMARY FOR NBC-TV COLOR

BROADCAST OF OPERA, 'THE LOVE OF THREE KINGS'

The NBC Opera Company will offer a repeat presentation of Italo Montemezzi's opera, "The Love of Three Kings," in English, to be broadcast in color on NBC-TV Sunday, Jan. 27 (2-4 p.m. EST). The cast and credits are:

CAST

King Archibaldo.....Giorgio Tozzi, bass
Manfredo, his son.....Richard Torigi, baritone
Flora, Manfredo's wife.....Phyllis Curtin, soprano
Prince Avito, Flora's lover.....Frank Porretta, tenor
Flamminio, the King's servant.....Nicholas di Virgilio,
tenor

CONDUCTOR.....Alfred Wallenstein

* * *

CREDITS

PRODUCER:	SAMUEL CHOTZINOFF
DIRECTOR:	KIRK BROWNING
English translation:	Joseph Machlis
Original Libretto:	Sem Benelli
Designer:	Ed Wittstein
Costumes:	Lewis Brown
Associate conductor:	Frederick Popper
Makeup:	Bob O'Bradovich
Unit manager:	Scotty Connal
Lighting:	Alan Posage
Associate director:	Roger Wolf
NBC Press Representative:	Leonard Meyers

* * *

THE STORY

Act I -- Blind King Archibaldo, a conqueror from the North, reminisces over his early days when he subdued this part of Italy, where his castle is located. As he is led away by his servant Flamminio, Prince Avito emerges from the room of Flora, wife of Manfredo, Archibaldo's son. Avito had been her betrothed, and she still loves him despite her forced political marriage to Manfredo. The spying Archibaldo interrupts a love scene. Manfredo is returning from the wars, deeply in love with his wife.

(more)

2 - 'The Love of Three Kings'

Act II -- Manfredo is called back to battle, and asks Fiora to wave from the castle walls as long as she can see him. Avito, disguised, makes love to Fiora, and she stops waving. Archibaldo detects them, but Avito escapes. When Fiora refuses to identify her lover to the blind King, he strangles her. Manfredo returns to find out why Fiora stopped waving, and his father reveals the truth.

Act III -- Fiora, on a bier, is mourned by her people. Avito comes in, kisses her lips, and is poisoned, because Archibaldo had put the poison there to try to catch her lover. He dies, and Manfredo sees this. He, too, loves Fiora, and kisses her lips, and dies. Archibaldo is left alone to mourn.

* * * WHO'S WHO

Giorgio Tozzi, bass of the Metropolitan Opera, sang the title role of "Boris Godunov" for the NBC Opera Company. A leading singer with many companies, he also is a popular recording artist. He was born in Chicago. He sang originally as a baritone, and later re-trained his voice as a bass in Italy. After years of struggle in Italy, he made his La Scala debut in 1954. This led to his Metropolitan Opera engagement in 1955, where he has since been a leading bass.

Phyllis Curtin -- Miss Curtin made her Metropolitan Opera debut last season. She sang in the NBC Opera Company's television production of "Cosi Fan Tutte" and was a star of "The Marriage of Figaro" on the NBC Opera Company tour. She has sung with the world's leading opera companies, and has had notable successes with the Vienna State Opera.

Richard Torigi -- The baritone of the New York City and other opera companies, he also alternated in the title role of the Broadway musical, "Most Happy Fella," with Robert Weede. He appeared in the NBC

(more)

3 - 'The Love of Three Kings'

Opera Company productions of "La Boheme" and "Boris Godunov." Torigi is Brooklyn-born and trained in this country.

Frank Porretta -- The handsome tenor has sung with the NBC Opera Company on TV in "War and Peace" and "Boris Godunov," and on tour in "La Traviata." He has performed with the New York City Opera and other leading opera companies in this country. He also is in great demand as a singer with orchestra in concert. He was born in Detroit.

Nicholas di Virgilio -- He was born in Tonawanda, N.Y. He attended the Eastman School of Music in Rochester, N.Y. He has had prominent roles at the Chautauqua Festival and with several small opera companies.

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NBC-New York, 1/7/63

January 8, 1963

NBC'S WILLIAM K. McDANIEL, IN TORONTO ADDRESS, STATES
THAT CANADA--LIKE U.S.--HAS STRONG NEED
FOR IMPROVED RADIO AUDIENCE MEASUREMENT

Canadian broadcasters heard an incisive account of the strong need in both Canada and the U. S. for improved radio audience measurement from William K. McDaniel, Executive Vice President, NBC Radio Network.

Mr. McDaniel addressed a meeting of the Radio and Television Executives Club of Canada at the Park Plaza Hotel in Toronto Monday, Jan. 7. (The NBC Radio executive also serves as head of the International Radio and Television Society, New York.)

He described a paradoxical situation in which radio's audience is growing astronomically, while most of that audience is virtually "invisible" to researchers. "In the United States there are almost as many radios as there are people," Mr. McDaniel said. "The total is 183,000,000 radios. And last year some 29,000,000 new radios were bought. Yet around three-fourths of these are self-powered radios, and the audience of such radios is being measured to no one's satisfaction."

Mr. McDaniel pointed out that Canada faces the same problem, in that there is not adequate measurement in Canada of listenership to self-powered radio, although three out of four radios bought in Canada are self-powered. He told the Canadians that the time is not far off when radio's problem will be TV's problem. In both countries as the

(more)

audience to portable TV sets grows, they too will be increasingly difficult to measure, he said, adding: "It is clear that more and better research is the answer. It must be soundly conceived. It must be properly executed."

Mr. McDaniel also emphasized broadcasting's continued responsibility to breed world understanding. He said that revolutionary improvements in communications such as orbiting satellites represented an even stronger force for the dissemination of information and culture.

His Toronto talk was supplemented with intermittent audio effects, including an up-to-the-minute newscast from Morgan Beatty, greetings from NBC News correspondents around the world, and comic material by Nichols and May and the Canadian team of Woodman and Rich, now heard on NBC Radio.

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NBC-New York, 1/8/63

NBC COLOR TELEVISION NEWS



January 8, 1963

90-MINUTE DRAMA BY JAMES LEE, BASED ON DISRAELI'S
CAREER AND PRIVATE LIFE, WILL BE BROADCAST
IN COLOR ON "HALLMARK HALL OF FAME"

An original drama by James Lee, based on the life of Benjamin Disraeli, will be a 90-minute NBC-TV "Hallmark Hall of Fame" color presentation Thursday, April 4 (8:30-10 p.m. EST), producer-director George Schaefer announced today.

Schaefer said that Lee's drama will deal with the public life of Disraeli -- who served as Great Britain's prime minister, member of the House of Commons and Earl of Beaconsfield during the 19th Century reign of Queen Victoria -- and his private life, focusing on the tender love story of Disraeli and his wife, Mary. A title and cast for this historically authentic drama will be announced soon.

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NBC RADIO NETWORK NEWS

January 8, 1963

"GREAT DECISIONS '63" WILL BE NBC NEWS RADIO SPECIAL
Nine Correspondents Address Foreign Policy Group in N.Y.

"Great Decisions '63," an NBC News radio special dealing with vital foreign policy problems during the year, will be broadcast Sunday, Jan. 13 (6:30-7 p.m. EST).

("Meet the Press," usually broadcast in this time period, is not scheduled today.)

The program will be a recording of discussions at the Foreign Policy Association luncheon Friday, Jan. 11 at the Waldorf-Astoria Hotel in New York City.

Nine NBC News foreign correspondents will speak at the luncheon and answer questions from the floor. The correspondents are Joseph C. Harsch (from London), Piers Anderton (Berlin), James Robinson (Hong Kong), Welles Hangen (India), Bernard Frizell (Paris), Irving R. Levine (Rome), Kenneth Bernstein (Buenos Aires), Richard Valeriani (the Caribbean), and Frank Bourgholtzer (Moscow).

Chet Huntley will be anchorman. Russ Tornabene is the producer.

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ADDED BY-LINERS ANNOUNCED FOR WNBC-TV'S
"NEWSPAPER OF THE AIR" SERIES

Ben Gross, radio-television editor of the New York Daily News, and Norman Nadel, New York World-Telegram and Sun drama critic, have been added to the guest roster of WNBC-TV's "Newspaper of the Air" Wednesday, Jan. 9 (5-6:30 p.m. EST).

Nadel will review the play, "Hidden Stranger," which opens on Broadway tonight (Jan. 8). Previously announced guests for Jan. 9 are Barnett Laschever, travel editor of the New York Herald Tribune, and Dave Hoffman, aviation editor of the Herald Tribune.

Added to the guest list of Jan. 8 was Richard K. Doan, television editor of the Herald Tribune; he is also scheduled Tuesday, Jan. 15. Others scheduled for Jan. 8 were Priscilla Tucker of the Herald Tribune, U. S. Senator Jacob K. Javits (R.-N.Y.), and Peter Cotes, producer of "Hidden Stranger."

WNBC-TV is scheduling "Newspaper of the Air" Mondays through Fridays during the strike shutdown of nine metropolitan dailies.

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NBC-New York, 1/8/63

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For February, 1963 (All Times EST)

The following programs are broadcast in color
Mondays through Fridays (except where noted):

- 6:30-7 a.m. -- "Continental Classroom": American
Government (except Washington's
Birthday, Feb. 22).
- 10:30-11 a.m. -- "Play Your Hunch."
- 11-11:30 a.m. -- "The Price Is Right."
- 12 noon-12:30 p.m. -- "Your First Impression."
- 2-2:55 p.m. -- "The Merv Griffin Show."
- 11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny
Carson."

Friday, Feb. 1

- 7:30-8:30 p.m. -- "International Showtime."
8:30-9:30 p.m. -- "Sing Along with Mitch."
9:30-10 p.m. -- "The Price Is Right" (NOTE: new day for this program).
10-11 p.m. -- "The Jack Paar Program."

Saturday, Feb. 2

- 9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
3:30-5 p.m. -- "Sports International with Bud Palmer."
5-6 p.m. -- "All Star Golf."
8:30-9 p.m. -- "The New Joey Bishop Show."
9-11 p.m. -- "Saturday Night at the Movies."

(more)

2 - NBC-TV's February Color Schedule

Sunday, Feb. 3

3:30-4 p.m. -- "Mutual of Omaha's Wild Kingdom."
4-5 p.m. -- "Shell's Wonderful World of Golf."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."

Monday, Feb. 4

7:30-9:30 p.m. -- "Monday Night at the Movies."
9:30-10:30 p.m. -- "Bell Telephone Hour."

Tuesday, Feb. 5

7:30-8:30 p.m. -- "Laramie."
8:30-9:30 p.m. -- "Empire."

Wednesday, Feb. 6

7:30-9 p.m. -- "Hallmark Hall of Fame": "Pygmalion."
9-10 p.m. -- "Perry Como's Kraft Music Hall."

Thursday, Feb. 7

9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "The Andy Williams Show."

Friday, Feb. 8

8:30-9:30 p.m. -- "Sing Along with Mitch."
9:30-10 p.m. -- "The Price Is Right."
10-11 p.m. -- "The Jack Paar Program."

Saturday, Feb. 9

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
3:30-5 p.m. -- "Sports International with Bud Palmer."
5-6 p.m. -- "All Star Golf."
7-9 p.m. -- "Peter Pan," starring Mary Martin. (Repeat)
9-11 p.m. -- "Saturday Night at the Movies."

Sunday, Feb. 10

3:30-4 p.m. -- "Mutual of Omaha's Wild Kingdom."
4-5 p.m. -- "Shell's Wonderful World of Golf."
5:30-6 p.m. -- "The Bullwinkle Show."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."
10-11 p.m. -- "Du Pont Show of the Week."

(more)

3 - NBC-TV's February Color Schedule

Monday, Feb. 11

7:30-9:30 p.m. -- "Monday Night at the Movies."
10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, Feb. 12

7:30-8:30 p.m. -- "Laramie."
8:30-9:30 p.m. -- "Empire."

Wednesday, Feb. 13

7:30-9 p.m. -- "The Virginian."
9-10 p.m. -- "Perry Como's Kraft Music Hall."

Thursday, Feb. 14

9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "The Andy Williams Show."

Friday, Feb. 15

7:30-8:30 p.m. -- "International Showtime."
8:30-9:30 p.m. -- "Sing Along with Mitch."
9:30-10 p.m. -- "The Price Is Right."
10-11 p.m. -- "The Jack Paar Program."

Saturday, Feb. 16

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
3:30-5 p.m. -- "Sports International with Bud Palmer."
5-6 p.m. -- "All Star Golf."
8:30-9 p.m. -- "The New Joey Bishop Show."
9 p.m.-to conclusion -- "Saturday Night at the Movies."

Sunday, Feb. 17

3:30-4 p.m. -- "Mutual of Omaha's Wild Kingdom."
4-5 p.m. -- "Shell's Wonderful World of Golf."
5:30-6 p.m. -- "The Bullwinkle Show."
6-6:30 p.m. -- "Meet the Press."
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."
10-11 p.m. -- "The Dinah Shore Show."

Monday, Feb. 18

7:30-9:30 p.m. -- "Monday Night at the Movies."
10-10:30 p.m. -- "David Brinkley's Journal."

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4 - NBC-TV's February Color Schedule

Tuesday, Feb. 19

7:30-8:30 p.m. -- "Laramie."
8:30-9:30 p.m. -- "Empire."

Wednesday, Feb. 20

7:30-9 p.m. -- "The Virginian."
9-10 p.m. -- "Perry Como's Kraft Music Hall."

Thursday, Feb. 21

9:30-10 p.m. -- "Hazel."
10-11 p.m. -- "The Andy Williams Show."

Friday, Feb. 22

9:30-10 p.m. -- "The Price Is Right."
10-11 p.m. -- "The Jack Paar Program."

Saturday, Feb. 23

9:30-10 a.m. -- "The Ruff and Reddy Show."
10-10:30 a.m. -- "The Shari Lewis Show."
10:30-11 a.m. -- "King Leonardo and His Short Subjects."
12:30-1:30 p.m. -- "Exploring."
3:30-5 p.m. -- "Sports International with Bud Palmer."
5-6 p.m. -- "All Star Golf."
8:30-9 p.m. -- "The New Joey Bishop Show."

Sunday, Feb. 24

3:30-4 p.m. -- "Mutual of Omaha's Wild Kingdom."
4-5 p.m. -- "Shell's Wonderful World of Golf."
5:30-6 p.m. -- "The Bullwinkle Show."
6-6:30 p.m. -- "Meet the Press."
6:30-7:30 p.m. -- "Bell Science Series": "About Time" (repeat).
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
9-10 p.m. -- "Bonanza."
10-11 p.m. -- NBC News Special: "The Troubled Waters of the Colorado."

Monday, Feb. 25

7:30-9:30 p.m. -- "Monday Night at the Movies."
10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, Feb. 26

7:30-8:30 p.m. -- "Laramie."
8:30-9:30 p.m. -- "Empire."

(more)

5 - NBC-TV's February Color Schedule

Wednesday, Feb. 27

7:30-9 p.m. -- "The Virginian."

9-10 p.m. -- "Perry Como's Kraft Music Hall."

Thursday, Feb. 28

9:30-10 p.m. -- "Hazel."

10-11 p.m. -- "The Andy Williams Show."

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NBC-New York, 1/8/63

January 9, 1963

FIRST U.S. SATELLITE TELEVISION TRANSMISSION

BEHIND THE IRON CURTAIN IS ACHIEVED

- - -

Pictures Seen in Czechoslovakia and Hungary

Via the Relay Communications Satellite

The first U.S. satellite TV transmission to be received behind the Iron Curtain took place today (Wednesday, Jan. 9) when pictures of the unveiling of the Mona Lisa by President Kennedy were sent via the Relay communications satellite to Czechoslovakia and Hungary,

The nine-minute NBC News broadcast, from 8:15-8:24 a.m. EST, opened with a live picture of Hugh Downs, host of NBC-TV's "Today" show, introducing filmed coverage of last night's ceremonies at the National Gallery of Art in Washington, D.C.

The broadcast was carried from NBC in New York by cable to the sending station in Andover, Me. From there it was transmitted to the orbiting Relay satellite, which picked up the signal and sent it to receiving stations in Europe.

The transmission was received at the French station in Brittany and put on the Eurovision network which serves 17 European countries. In Paris, it was taped and retransmitted to Czechoslovakia and Hungary, marking the first time that countries behind the Iron Curtain have accepted a U.S. satellite program.

(more)

2 - Relay

The broadcast was also the first satellite program to be picked up by the new receiving station outside Rome.

NBC News correspondents in Europe reported that in London the reception was as good as that of a domestic program; in Paris it was very good, and in Rome, though hazy at first, it quickly cleared up.

Simultaneously with the transatlantic broadcast, the pictures were beamed to Relay and back to the U.S. and were shown on the "Today" program.

Relay was designed and built by the Radio Corporation of America under contract to the National Aeronautics and Space Administration and was launched into orbit by NASA on Dec. 13.

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NBC-New York, 1/9/63

NBC COLOR TELEVISION NEWS



January 9, 1963

Attention, Sports Editors

—TEE-OFF OF "SHELL'S WONDERFUL WORLD OF GOLF"—

Gene Littler and Eric Brown, International Links Stars,
To Compete in Premiere of NBC-TV Color Series

Two international golf stars, Gene Littler and Eric Brown, will be the opponents when "Shell's Wonderful World of Golf" tees off as an NBC-TV color series Sunday, Jan. 20 (4-5 p.m. EST).

The filmed series of 11 international golf matches pits top American golfers against leading foreign professionals on some of the world's most demanding and beautiful courses. The programs will be sponsored by the Shell Oil Company, through Kenyon & Eckhardt Inc.

Host and commentator for the series is Gene Sarazen, winner of every major title in golf including the U.S. Open (twice), the PGA Championship (three times), the Masters and the British Open. Working with him on the commentary is announcer George Rogers.

Each full-hour show presents not only expert medal-play competition between outstanding professionals but also an examination of golf abroad -- the features that make the courses great, the international flavor of the game, and the customs and atmosphere in which golf is played in foreign countries.

(more)

2 - "Shell's Wonderful World of Golf"

Each program includes a scenic view of the area around the course, with background information on the area's history and geography, and an explanation of the layout and topography of the course.

The globe-girdling golf series was filmed at famous courses in Europe, North America, South America, the Caribbean area and the Far East. The Littler-Brown duel was played at Gleneagles in Scotland, the land where golf began.

Littler, a former U.S. Open and U.S. Amateur champion, was second among the PGA money winners last year. Brown has won the British Masters and other European golf titles. Each has represented his country in Ryder Cup play.

The King's Course at Gleneagles is a 6,644-yard, par 71 layout. It has massive greens -- the 18th alone covers a half acre, ominous sand bunkers, rolling, tumbling fairways and an abundance of gorse, bracken and heather that creates difficult lies to punish wild shots.

"Shell's Wonderful World of Golf" is produced by Filmways Inc., with Fred Raphael as executive producer and Dick Darley as producer-director.

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NBC-New York, 1/9/63

NBC-TV AND RADIO PROGRAM

NBC-TV AND RADIO TO CARRY PRESIDENT'S STATE OF UNION ADDRESS

President Kennedy's State of the Union address will be carried live on the NBC Television and Radio Networks Monday, Jan. 14 (12:30 p.m. EST to conclusion).

(NBC-TV's telecast of the President's address pre-empts "Truth or Consequences" and "NBC News Day Report.")

NBC-New York, 1/9/63

OVERSEAS PRESS CLUB IN N.Y. TO HAVE
SPECIAL SHOWING OF 'THE TUNNEL'

A special showing of "The Tunnel," the 90-minute NBC News TV documentary on the building of a passageway under the Berlin Wall (which resulted in the escape of 59 refugees from East Germany), will be given at the Overseas Press Club in New York on Tuesday night, Jan. 15.

Piers Anderton, NBC News correspondent in West Berlin, who narrated the documentary, and its producer, Reuven Frank, will also attend the showing and be on hand to answer questions.

"The Tunnel" was telecast on the NBC-TV Network Dec. 10 and has been applauded by newspapers around the country.

NBC-New York, 1/9/63

DORIS QUINLAN IS APPOINTED PRODUCER
OF NBC-TV'S "YOUNG DOCTOR MALONE"

Doris Quinlan has been appointed producer of "Young Doctor Malone," NBC-TV daytime dramatic series (Mondays through Fridays, 3:30-4 p.m. EST), it was announced today by Robert F. Aaron, director, daytime programming, NBC-TV. Miss Quinlan has been associate producer of the program for three and a half years and acting producer since the death of producer Carol Irwin on Dec. 11, 1962.

Miss Quinlan joined NBC-TV together with Miss Irwin when the network took over production of "Young Doctor Malone" in July, 1959. She had formerly been Miss Irwin's associate producer on the "Mama" series which ran on another network for eight years.

Miss Quinlan is a native New Yorker. She is a graduate of St. Mary's College in South Bend, Ind., and she took a master's degree in drama at Columbia University in New York. She joined the J. Walter Thompson advertising agency and was soon part of its radio department. She left the agency to become assistant director of the Theatre Guild radio series for Homer Fickett. She remained in that post for four years. During that period she also managed the North Shore Players in Marblehead, Mass., in the Summer months.

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NBC-New York, 1/9/63

PROMINENT NEWSPAPER PERSONALITIES ON WNBC-TV SPECIAL SERIES
DURING PERIOD OF STRIKE SHUTDOWN OF 9 N.Y. DAILIES

Two New York television columnists -- Bob Williams of the Post and John David Griffin of the Mirror -- are scheduled to appear as guests on WNBC-TV's "Newspaper of the Air" Thursday, Jan. 10 and Friday, Jan. 11 respectively.

Previously announced guests for Thursday are Harriet Morrison, home furnishings writer for the Times and Warren Berry, financial reporter for the Herald-Tribune.

Joining Griffin as guests on Friday will be Priscilla Tucker, of the Herald Tribune and Barnett Laschever, travel editor of the Herald Tribune.

"Newspaper of the Air" is broadcast Monday through Friday (5-6:30 p.m. EST) during the strike shutdown of nine metropolitan dailies.

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NBC-New York, 1/9/63

FROM THE NATIONAL BROADCASTING COMPANY

thirty Rockefeller Plaza, New York 20, N. Y.

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January 10, 1963

NBC SIGNS A NEW CONTRACT WITH MARY MARTIN;
STAR WILL APPEAR IN NUMBER OF TV SPECIALS

The National Broadcasting Company has signed a new contract with Mary Martin, calling for the star to appear in a number of special NBC-TV programs, it was announced today by Robert E. Kintner, President of NBC.

"I am delighted to be able to announce that we have renewed our association with this superbly talented star," Mr. Kintner said. "Her consistent record of outstanding performances in television assures NBC-TV audiences of many hours of topflight entertainment during the coming months."

Mary Martin's inspired performances on stage, screen and television, since she sang "My Heart Belongs to Daddy" in the Cole Porter musical, "Leave It to Me," have made her one of America's top stars in all three media.

She will star again in her famous "Peter Pan" role in a two-hour NBC-TV color program Saturday, Feb. 9 (7-9 p.m. EST), her fourth presentation of the Sir James M. Barrie classic. First broadcast live in 1955, Miss Martin's "Peter Pan" has attained a stature rarely approached by any other single entertainment feature in television.

The show was again presented live in 1956, and the current "classic" version was taped December, 1960. Then, on Easter Sunday, 1959, Miss Martin reached a performance peak when she appeared in "Magic with Mary Martin" in the afternoon and in "Music with Mary Martin" in the evening, both on NBC-TV, two of the most memorable events in television history.

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2 - Mary Martin

In the Fall of 1959, Miss Martin opened on Broadway in the Rodgers and Hammerstein presentation of "The Sound of Music."

Her television career also has been highlighted by appearances on the "Ford 50th Anniversary Show" (June, 1953), the "Rodgers and Hammerstein Cavalcade" (1954), "Skin of Our Teeth" (1955), "Born Yesterday" (1956) and "Annie Get Your Gun" (1957).

Mary Martin is married to producer Richard Halliday. They have one daughter, 20-year-old Heller Halliday. Miss Martin is also the mother of actor Larry Hagman.

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NBC-New York, 1/10/63

NBC TELEVISION NETWORK NEWS

January 10, 1963

TV COVERAGE OF UNVEILING OF THE MONA LISA BY PRESIDENT KENNEDY
TRANSMITTED TO EUROPE VIA THE RELAY COMMUNICATIONS SATELLITE
- - -
Event Featured on Eurovision Net; Czechoslovakia and Hungary, Due
To Equipment Failure There, Did Not Receive the NBC News Program

NBC News coverage of the unveiling of the Mona Lisa by President Kennedy, which was transmitted to Europe yesterday (Wednesday, Jan. 9) in the first transatlantic programming via the Relay satellite, failed to penetrate the Iron Curtain.

NOTE: Hungarian communications officials accepted the Relay transmission for taping, intending to feed it to Intervision (Communist bloc countries). The Hungarians reported later that their facilities broke down and that they failed to record a usable tape. The NBC Daily News Report story dated 1/9/63 was based on information supplied by the European Broadcasting Union, which was not informed of the Hungarian breakdown until late on the evening of Jan. 9.

The coverage was taped in Paris for transmission by cable to Hungary and Czechoslovakia. It was reported later, however, that a breakdown in equipment in Hungary had prevented the broadcast from reaching either of the two Iron Curtain countries.

The coverage was the first satellite transmission to be picked up by a new receiving station outside Rome. It was also received by the

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French station in Brittany and fed to the Eurovision network which serves Western Europe. In addition, it was bounced back from Relay to the U. S. and shown on NBC-TV's "Today" program.

Relay was designed and built by the Radio Corporation of America under contract to the National Aeronautics and Space Administration, which launched it into orbit on Dec. 13.

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NBC-New York, 1/10/63

January 10, 1963

NBC FACILITIES USED IN PROMOTING A NEW MOVIE ON A NATIONAL
TV CLOSED CIRCUIT BROADCAST FOR THE FIRST TIME

Through the facilities of NBC-TV, a new movie will be promoted on a national closed-circuit television broadcast for the first time.

Curtis Enterprises and Universal Studios will stage on Jan. 16 the first coast-to-coast meeting between stars and the press in a dozen large cities to launch the new comedy film, "Forty Pounds of Trouble."

Universal hails the unique press conference as "a milestone in motion picture promotional annals."

The full hour (1-2 p.m. EST) closed circuit program will originate from NBC-TV's Burbank, Calif., studios. Featured will be Tony Curtis and Suzanne Pleshette, stars of the film, and director Norman Jewison and producer Stan Margulies.

The four principals will discuss the filming of the movie and then answer questions directed to them by the press via direct telephone hookups. The press, expected to exceed 400 in number, will assemble in studios of NBC-TV stations in various cities.

The cities to which the closed-circuit conference will be directed are New York, Chicago, Washington, Boston, Pittsburgh, Detroit, St. Louis, Los Angeles and Dallas. In addition, press representatives from Fort Worth, Houston, San Antonio and possibly others nearby the closed-circuit cities will be invited. Pending technical arrangements, several additional cities also may be linked to the telecast.

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NBC TELEVISION NETWORK NEWS

January 10, 1963

BOB HOPE TO SET SEVERAL MARKS WHEN HE
PRESENTS HIS FIRST SPECIAL OF 1963

Bob Hope will set several marks when he presents his first NBC-TV special of 1963.

"The Bob Hope Christmas Show," to be telecast Wednesday, Jan. 16 (9-10 p.m. EST), presents filmed highlights of Hope's 1962 Yuletide tour to entertain GIs in Japan, Korea, Okinawa, Taiwan, the Philippines and Guam. The guest stars on the full-hour show are Lana Turner, Janis Paige, Anita Bryant, Jerry Colonna, Amedee Chabot (Miss USA), Peter Leeds and Les Brown and his Band of Renown, who all trouped with Hope for 12 days to cover an 18,000-mile itinerary.

The show marks Hope's 25th year of association with NBC, his 11th annual Christmas tour, his 21st year of staging camp shows for GI audiences during war and peacetime and his return to a product that sponsored his first NBC Radio series.

Hope made his radio debut as a guest of Rudy Vallee's famed Thursday night NBC Radio series in 1933. He returned to that show several more times and also performed on other radio programs until 1938 when he was signed by NBC as star of his own series, "The Pepsodent Show." The comedian has starred on NBC ever since and on June 8, 1950, signed an exclusive long-term contract with NBC for both radio and television. He made his TV debut Easter Sunday, 1950.

(more)

His first performance before a GI audience took place at March Air Force Base, Calif., on May 6, 1941 -- the same day Secretary of War Stimson drew the first draft number of Selective Service. Since that time Hope has traveled more than a million miles, entertaining more than 10,000,000 troops. He has also appeared at almost every military base in the U.S. and is on his second time around for many of them.

Hope traveled via the Berlin Airlif to perform his first overseas Christmas show Dec. 25, 1948, to entertain American servicemen in the German city. Since then his Yuletide tours have taken him to such servicemen's outposts as Alaska, Greenland, Iceland, the Far East, the Near East, and the Caribbean.

"The Bob Hope Christmas Show" will be sponsored by Lever Brothers Co. for Pepsodent (his first radio sponsor) and by U.S. Time Corporation.

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NBC-New York, 1/10/63

CAST AND CREDITS FOR 'THE BOB HOPE CHRISTMAS SHOW' ON NBC-TV NETWORK

Program: "The Bob Hope Christmas Show"

Time and date: NBC-TV Network, Wednesday, Jan. 16, 9-10 p.m.
EST; in black and white only. (Pre-empts
"Perry Como's Kraft Music Hall" this date).

Format: On-the-spot filmed highlights of Bob Hope's
11th annual overseas Yule season trip to
entertain U.S. servicemen. Hope and his
USO troupe traveled some 18,000 miles in
12 days to Japan, Korea, Okinawa, Taiwan,
the Philippines and Guam and entertained a
quarter of a million troops. The program
consists of both entertainment and human
interest elements of the tour, showing the
humor and the heartfelt emotions involved
in bringing pleasure to servicemen in some
of the world's loneliest outposts.

Starring: Bob Hope

With guest stars: Lana Turner, Janis Paige, Anita Bryant, Jerry
Colonna, Amedee Chabot (Miss USA), Peter
Leeds, and Les Brown and his Band of
Renown.

Directed by Jack Shea

Produced by George Hope

Written by Mort Lachman and Bill Larkin; Lester White and
John Rapp; Charles Lee

Consultant: Norman Sullivan

Additional material by Gig Henry

Associate producer: Sil Caranchini

(more)

2 - Cast and Credits for 'The Bob Hope Christmas Show'

Choreography: Roland Dupree

Art Director: E. Jay Krause

Costumes: Kate Drain Lawson

Makeup: J. Manning Smith

Technical adviser: John Pawlak

Director of photography: Alan Stensvold, A.S.C.

Sound: Dave Forrest

Editors: Robert Gutknecht, Dave Lurie, Hugo Grimaldi

Unit Manager: Jack Watson

Assistant to producer: Onnie Morrow

Production assistant: Joan Maas

Production: Hope Enterprises Inc.

Origination: Filmed on location at various Army, Navy, Air
Force and Marine installations in Japan,
Korea, Okinawa, Taiwan, the Philippines and
Guam.

Sponsors and agencies: U. S. Time Corporation (Warwick and Legler,
Inc.) and Lever Brothers Company (Foote,
Cone and Belding Inc.)

NBC Press representatives: Bill Faith (Burbank); Al Cammann (New York)

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NBC-New York, 1/10/63

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NBC FEATURE

January 10, 1963

CHET HAGAN, MAN WHO KNOWS WHAT WORKING UNDER PRESSURE MEANS, TACKLES
EACH DAY'S PRODUCTION TASK FOR WNBC-TV'S "NEWSPAPER OF THE AIR"

Producing a daily 30-minute television program is a big task. Producing a daily 90-minute television program is three big tasks.

Such is the lot of Chet Hagan who produces WNBC-TV's "Newspaper of the Air" (Mondays through Fridays, 5-6:30 p.m. EST). He is a man with a steady hand under pressure who has produced numerous "instant" news specials.

Seven hours before his program is to begin, Hagan arrives in his office, a small cubicle (about 10 feet by 10 feet) and, as he did last Wednesday, Jan. 9, is apt to type:

"Li'l Abner speaks: 'Ah is middlin' sorry ah kilt him!

"'No need to be,' says the doctor. 'He's simply stunned.'

"As Troy comes out of it, he says: 'H-hello, Doc--'"

Hagan has not gone berserk. He is typing the comic strip "Li'l Abner" which Tex Antoine will read, one segment of the 90-minute telecast. As Hagan explains, "Just because there are no newspapers doesn't mean people aren't concerned about Li'l Abner, Dick Tracy, Charlie Brown and the others."

Hagan is accustomed to the demands of delivering quickly. He once produced an "instant" news special about piracy involving a Portuguese cruise liner in all of 12 hours. Perhaps his ability to function rapidly dates back to 1946 when Hagan was a publicist for Joie Chitwood's Hell Drivers.

(more)

Born and raised in Reading, Pa., Hagan's first job was in this city -- copy boy for the Reading Eagle. When he left the newspaper in 1945, he was assistant sports editor. During the late 1940s, Hagan was a news writer for radio station WLBR in Lebanon, Pa. During his coverage of a Socialist Party national convention in Reading, Hagan met W. W. Chaplin, an NBC correspondent. The association led to Hagan's joining NBC News as a writer in 1949 and he has been with the network ever since.

His productions have included numerous news programs: a news series with Frank McGee, Gulf Instant News specials that have included the U. S. orbital man-shots, and, since nine New York newspapers shut down because of the printers strike, a five-day-a-week 90-minute telecast.

Hagan is abetted on "Newspaper of the Air" by a staff that arranges for guests, sports news, obituaries, financial reports, local news and weather forecasts.

It is in a team spirit that each morning, as the grind begins, Hagan sits down and types the comics.

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NBC-New York, 1/10/63

CAST AND CREDITS FOR ADAPTATION OF SHAW'S "PYGMALION"

90-MINUTE "HALLMARK HALL OF FAME" COLOR BROADCAST

ON NBC-TV WEDNESDAY, FEB. 6 (7:30-9 P.M. EST)

JULIE HARRIS

JAMES DONALD

GLADYS COOPER

JOHN WILLIAMS

GEORGE ROSE

in

Bernard Shaw's

"PYGMALION"

Television Adaptation

by

ROBERT HARTUNG

Scenery by.....Warren Clymer

Costumes by.....Noel Taylor

Associate Producer.....Robert Hartung

PRODUCED AND DIRECTED BY.....GEORGE SCHAEFER

* * *

Sponsor.....Hallmark Cards
Inc.

Agency.....Foote, Cone
& Belding

THE CAST

Eliza Doolittle:

Julie Harris

Henry Higgins:

James Donald

Mrs. Higgins:

Gladys Cooper

Col. Pickering:

John Williams

Alfred Doolittle:

George Rose

Mrs. Pearce:

Dorothy Sands

Freddy Eynsford-Hill:

John D. Irving

(more)

—CAST AND CREDITS FOR PRODUCTION OF "THE 30-MINUTE WALLMAN" ON TV-10, FEB. 6 (7:30-8 P.M. EST)

JAMES CAGNEY

JOHN WILLIAMS

JOHN WILLIAMS

JOHN WILLIAMS

JOHN WILLIAMS

JOHN WILLIAMS

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2 - Credits for 'Pygmalion'

Clara Eynsford-Hill:	Mildred Trares
Mrs. Eynsford-Hill:	Valerie Cossart
Nepommuck:	Basil Langton
The Host:	Robin Craven
The Hostess:	Regina Wallace
The Parlor Maid:	Jean Deeks
The Bystander:	Mercer McLeod
The Footman:	Norman Barrs

ADDITIONAL CREDITS

Executive assistant:	Sybil Trubin
Production associate:	Joan Frank
Make-up by	Bob O'Bradovich
Production coordinator:	Gordon R. Wynne Jr.
Assistant costume designer:	George Sullivan
Unit manager:	Dick Diorio
Technical director:	O. Tamburri
Lighting director:	Alan Posage
Audio:	Jim Blaney
Video:	Frank Weill
Graphic Arts:	Stas Pyka
Music Selections:	Phebe Haas
Special Effects:	Richard Aimone
Stage Mnnagers:	Norman Hall and Dick Auerbach

* * *

Origination:	NBC Color Studios, Brooklyn, N. Y.
NBC Press Representatives:	Charlie Gregg, New York, and Bob Bowen, Burbank

* * *
(more)

The first of these
 was the discovery
 that the
 system was
 not working
 as intended
 and that the
 data was
 being lost

The first of these
 was the discovery
 that the
 system was
 not working
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 and that the
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CONCLUSIONS

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THE STORY

Henry Higgins (James Donald), an arrogant professor of phonetics, attempts to make an ignorant flower girl, Eliza Doolittle (Julie Harris) into a fine lady -- all to win a bet he has made with Col. Pickering (John Williams). He improves her manners, obliterates her Cockney accent and dresses her in impeccable fashion. Eventually, he passes her off as a duchess at a garden party. Eliza, however, has developed a sense of human dignity with her elegance. She bitterly resents Higgins' objective attitude toward her, and demands to be treated as a person...

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NBC-New York, 1/10/63

WIND CHILL

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ADDED PRAISE RECEIVED FOR 'THE TUNNEL'
NBC NEWS TELEVISION DOCUMENTARY
ON ESCAPE FROM EAST BERLIN

"The Tunnel," NBC News 90-minute special covering an underground escape from East Germany, continues to receive praise from individuals and organizations around the country. The documentary was telecast on NBC-TV Dec. 10.

James F. O'Neil, publisher of the American Legion Magazine, in a letter to NBC wrote: "My congratulations for what I consider to be TV's outstanding journalistic achievement...Up until now I have felt that the only way to feel the impact of the inhumanity of the Wall separating West Berlin from East Berlin was to see it, as I did last Spring. "The Tunnel" made the trip unnecessary..."

"The Tunnel" was also the subject of an editorial broadcast on NBC affiliates WTMJ-TV and WTMJ (radio) in Milwaukee, Wisc. The editorial said in part: "NBC's successful efforts in filming the tunnel construction and escape and finally showing it, may well go down as one of the year's outstanding accomplishments in broadcast journalistic enterprise."

T. S. Gilchrist Jr., Vice President and General Manager of NBC affiliate WESH-TV in Orlando-Daytona Beach, Fla., wrote: "I just want to add my compliments for what must undoubtedly be described as the most outstanding single piece of television programming in the history of this industry."

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NBC-New York, 1/10/63

NBC TELEVISION NETWORK NEWS²SX-H
January 14, 1962

'BOB HOPE SHOW PRESENTING TV GUIDE AWARDS' WILL BE SPECIAL
TELECAST ON NBC-TV; POLL WINNERS WILL RECEIVE HONORS
IN SEGMENT OF FULL-HOUR ENTERTAINMENT PROGRAM

"The Bob Hope Show Presenting the TV Guide Awards," will be a special telecast on NBC-TV Sunday, April 14 (9-10 p.m. EST). The program will be the season's fifth Hope special, and will mark the fourth year that TV performers and programs, chosen as the nation's favorites in a poll of TV Guide readers will be honored.

The full-hour show will be devoted chiefly to entertainment, with a short segment for presentation of awards in eight categories, winners of which will receive their honors in New York and Hollywood. Hope's guest stars for the entertainment portion will be announced.

"The Bob Hope Show Presenting the TV Guide Awards" will be sponsored by U. S. Time Corporation for Timex Watches (through Warwick and Legler, Inc. advertising agency) and Lever Brothers Company (through Foote, Cone and Belding Inc.). (NOTE: The special program will pre-empt NBC-TV's "Bonanza" color show.)

A nomination ballot for viewers to select performers and programs in the categories will be published in the Feb. 16 issue of TV Guide magazine. The final ballot listing five nominees in each of the eight categories will appear in the magazine's March 23 issue. The ballots will be counted by an independent mailing house and the results certified by sworn affidavit. The categories of awards will be as follows:

(more)

1. Favorite series -- any type, any length.
2. Favorite new series -- any type, any length.
3. Best single dramatic, musical or variety special.
4. Best single news or information program -- not a series.
5. Best news series.
6. Favorite children's program.
7. Favorite male performer.
8. Favorite female performer.

Hope, who currently is marking his 25th year with NBC, received a TV Guide award last year for his "Bob Hope Christmas Show" in the "Best Single Musical or Variety Program" category.

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NBC-New York, 1/14/63

SANDER VANOCUR TO ADDRESS RADIO-TV INSTITUTE

Sander Vanocur, NBC News' White House correspondent, will be one of several speakers at the annual Radio-TV Institute, sponsored by the University of Georgia and the Georgia Association of Broadcasters Jan. 22-24 at Athens, Ga.

Vanocur will discuss the triumphs and tribulations of a White House correspondent. He has been on this beat since 1960 and has accompanied the President to the Vienna summit conference and the Kennedy-DeGaulle meeting in Paris.

Vanocur will address the Institute Jan. 23. Other speakers include F.C.C. Commissioner E. William Henry, Governor Carl Sanders of Georgia, and Edmund Bunker, president-elect of the Radio Advertising Bureau.

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NBC-New York, 1/14/63

9 NBC NEWS FOREIGN CORRESPONDENTS APPRAISE INTERNATIONAL
EVENTS--AND LOOK AHEAD--IN TALKS BEFORE
FOREIGN POLICY ASSOCIATION

Opinions ranging from extreme optimism -- "a better West Germany" -- to doubts about encouraging developments in Cuba and India were expressed by nine NBC News foreign correspondents as guest speakers at the sixth annual Foreign Policy Association luncheon held Friday, Jan. 11 at the Hotel Waldorf-Astoria, New York.

India correspondent Welles Hangen said the U. S. position in Southeast Asia and India was "ridiculous." He said the Indian army was being equipped by the U. S. to "regain worthless Asian territory."

Hangen predicted the next Asian war would be between India and Pakistan over Kashmir.

Berlin correspondent Piers Anderton was more optimistic: "A better West Germany will be born this year....the Adenauer era is ending and his resignation will help Germany, Britain and the United States."

Frank Bourgholtzer, NBC News' Moscow correspondent, commented: "A year ago, I had difficulty convincing some of my colleagues of the Russian-Chinese split...and now it has become a marvelous lovers' quarrel." To those who ask how permanent is the split, Bourgholtzer says, "Irrevocable."

Paris correspondent Bernard Frizell emphasized the dependency of French Government on DeGaulle. He said this was in itself the main weakness of the country: "It is like an inverted pyramid on its head. And the challenge is whether DeGaulle can put the pyramid on its proper base.

Ken Bernstein, Buenos Aires correspondent, said "Latin America's John Q. Public, Juan Pueblo, has not seen our Alliance for Progress...

(more)

2 - Correspondents

Juan wants change so badly he does not care if the change comes from his government, our government or Fidel Castro."

Richard Valeriani, who covered Cuba during the past year, saw no evidence of a weakening in Castro's power. He believed the bearded dictator would remain in power "for many years."

Senior European correspondent Joseph C. Harsch said that because of recent differences between the U. S. and Britain, "our closets ally, Britain, is for a Boston tea party in reverse."

Of Southeast Asia, NBC correspondent James Robinson said, "American men are being asked to die for what could be losing causes." He felt the Communists still retain the initiative in Southeast Asia, where the Free World posture is "negative and defensive and...only Communism offers people an alternative."

Rome correspondent Irving R. Levine spoke about Spain and Rome. He said the Franco rule would not end because of the Common Market. Regarding the Church's Ecumenical Council, Levine said the main development has been a liberal tendency among most bishops that will lead to some changes within the Catholic Church.

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NBC-New York, 1/14/63

N.Y. NEWSPAPER GUESTS LISTED FOR SPECIAL WNBC-TV TELECASTS DURING
CONTINUED STRIKE SHUTDOWN OF NINE METROPOLITAN DAILIES

WNBC-TV's "Newspaper of the Air" scheduled the following New York City newspaper guests for the week of Jan. 14-18 (5-6:30 p.m. EST).

Monday, Jan. 14 -- Steve Scheuer of the Journal-American, Lee Mortimer of the Mirror, Dave Hoffman of the Herald Tribune, and Francis Brown of the Times.

Tuesday, Jan. 15 -- Richard K. Doan of the Herald Tribune, Harold Schonberg of the Times, and Louis Sobol of the Journal-American.

Wednesday, Jan. 16 -- Jack Gould of the Times, Cholly Knickerbocker of the Journal-American, Archer Winston of the Post, and Barnett Laschever, and Warren Berry, both of the Herald Tribune.

Thursday, Jan. 17 -- Phil Dougherty of the Times.

Friday, Jan. 18 -- Robert Williams of the Post, Warren Berry of the Herald Tribune, and Heloise Cruz of the Journal-American.

On WNBC-TV's "Evening Report" Friday, Jan. 18 (9:30-10 p.m. EST), the newspaper guests will be the Journal-American's Bob Peterson.

"Newspaper of the Air" and "Evening Report" will be broadcast for the duration of the printers' strike that has led to the shutdown of nine Metropolitan dailies.

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NBC-New York, 1/14/63

N.Y. UNIVERSITY PRESS, 1200 UNIVERSITY STREET, NEW YORK 10003

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January 15, 1963

Attention, Sports Editors

WILSON SPORTING GOODS AND GOODYEAR TIRE & RUBBER
WILL CO-SPONSOR NBC-TV'S COVERAGE OF THE ACTION
AT LAST 3 HOLES OF PALM SPRINGS GOLF CLASSIC

Action at the final three holes of the fourth annual Palm Springs Golf Classic at the Indian Wells Country Club in California will be televised live by the NBC-TV Network Sunday, Feb. 3 (5-6 p.m. EST).

The TV coverage will be co-sponsored by Wilson Sporting Goods Company, through Campbell-Mithun and Goodyear Tire & Rubber Company, through Young & Rubicam.

This marks the second consecutive year NBC-TV has covered this tournament, which is one of the highlights of the winter golf tour. Arnold Palmer will be the defending champion. Gene Littler and Jay Hebert, who tied for second last year, also will be on hand.

The Palm Springs Golf Classic is a 90-hole event played over four different courses in the Palm Springs-Palm Desert area of California. Indian Wells Country Club course will be the scene of two days of play, including the final round on Feb. 3. The other three courses are the Bermuda Dunes, Eldorado and Tamarisk Country Clubs.

The five-day tournament gets under way Jan. 30 with 128 professional and 384 amateur golfers competing. The pro golfers will compete for \$50,000 in prize money with the winner receiving \$9,000, the runner-up earning \$4,600 and third place getting \$3,000.

In addition there will be \$15,000 for pro-amateur prizes and \$50,000 for any golfer who makes a hole-in-one on any of the four holes (one on each on the four courses) designated by the tournament hosts.

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

NBC WINS FIVE OF YEAR'S SIX EDISON FOUNDATION AWARDS

Three TV and Two Radio Honors go to NBC; "Exploring" Is Named
"Best Children's TV Program;" "David Brinkley's Journal"
Is Honored as "TV Series Best Portraying America"

FOR RELEASE AFTER 7:30 P.M., WEDNESDAY, JAN. 16

"Exploring" was named the "best children's television program" in the annual Thomas Alva Edison Foundation Awards competition tonight (Jan. 16) as NBC made virtually a clean sweep of honors in the broadcasting field with five of this year's six awards -- three in television and two in radio.

A Public Affairs presentation of NBC News, "Exploring" is designed to interest young viewers in six major areas of learning. It is telecast in color Saturdays from 12:30 to 1:30 p.m. EST. Craig Fisher is the producer.

In addition to "Exploring," NBC-TV Network winners were:

"David Brinkley's Journal," TV's first prime-time news column, named the "television series best portraying America." An NBC News production, it is telecast in color Mondays (10 p.m. EST). Ted Yates and Stuart Schulberg are the producers.

"U.S. #1: American Profile," an NBC News color special produced and written by Lou Hazam, named the "television program best portraying America." It was telecast March 29, 1962, with Van Heflin narrating, and dealt with the scenic and historic highway that stretches from Fort Kent, Me., to Key West, Fla.

(more)

NBC Radio Network winners were:

"Why They Do What They Do," a "Catholic Hour" broadcast, honored as the "radio program best portraying America." It was broadcast May 20, 1962, and concerned teen-age drinking, cheating and dating.

"How Will Man Shape Man's Future?" -- a "Dorothy Gordon Youth Forum" broadcast, cited as the "best science radio program for youth." It was broadcast June 3, 1962, and covered the U. S. Science Exhibit at the Seattle World's Fair.

The awards were presented at the Eighth Annual Mass Media Awards Dinner tonight (Jan. 16) in the Sert Ballroom of the Waldorf-Astoria Hotel, New York City. Walker L. Cisler, president of the Edison Foundation and president of the Detroit Edison Company, presided.

Accepting the awards to NBC programs were Craig Fisher, producer of "Exploring"; Ted Yates, producer of "David Brinkley's Journal"; Lou Hazam, producer and writer of "U.S. #1: American Profile"; Mrs. Florence Richman, supervisor of radio religious programs; and Mrs. Dorothy Gordon, producer of the "Dorothy Gordon Youth Forum."

Awards are selected annually with the cooperation of 73 national professional and civic organizations, with special stress on excellence in offerings related to science and to youth. Achievement is recognized in films and children's books as well as in TV and radio.

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NBC-New York, 1/15/63

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

January 15, 1963

S.R.O. CROWDS GREET NBC CORRESPONDENTS
ON THEIR TOUR OF NINE AMERICAN CITIES

Standing-room-only crowds in nine cities greeted nine NBC News foreign correspondents who toured the U. S. speaking to troupes about events and conditions in areas where they are assigned.

The newsmen concluded their nine-city tour Sunday, Jan. 13 when they appeared before 2,200 at the World Affairs Council in Philadelphia.

Almost 12,000 persons attended the foreign policy symposiums in Washington, Atlanta, New Orleans, Houston, Chicago, Los Angeles, Pittsburgh, New York and Philadelphia.

Correspondents taking part in the tour were Piers Anderton (Berlin), Kenneth Bernstein (Buenos Aires), Frank Bourgholtzer (Moscow), Welles Hangen (India), Joseph C. Harsch (London), Bernard Frizell (Paris), Irving R. Levine (Rome), James Robinson (Hong Kong) and Richard Valeriani (Caribbean).

'TODAY' CARRIES TELEVISION COVERAGE (VIA TELSTAR SATELLITE)
OF KHRUSHCHEV AND ULBRICHT AT RED CONGRESS IN EAST BERLIN

Television coverage of Soviet Premier Khrushchev and East German Communist Party leader Walter Ulbricht at the opening of the East German Communist Party congress in East Berlin, transmitted to this country via Telstar, was telecast on NBC-TV's "Today" show this morning (Tuesday, Jan. 15) shortly after 7 a.m. EST, just a few hours after the congress convened.

The television report ran for one and a half minutes and showed Premier Khrushchev shaking hands with Communist Party leaders after arriving in the East German sports stadium where the congress is being held. Ulbricht was also seen as he addressed the meeting.

An audio report by NBC News correspondent Joseph Michaels, who was in West Berlin monitoring television coverage of the meeting, accompanied the special television report.

The opening of the congress was televised in East Berlin and transmitted on Intervision lines to West Germany. There it was taped and edited and then sent to the U.S. at 5:50 a.m. EST via the Telstar communications satellite.

The TV coverage was then taped by NBC for presentation on "Today" shortly after 7 a.m. EST and again shortly after 8 a.m. EST, and for use on other NBC News programs.

This was the second time in one week that satellite programming was carried on the "Today" show. On Wednesday, Jan. 9, NBC News' coverage of the unveiling of the Mona Lisa by President Kennedy was transmitted to Europe by the Relay satellite, which also bounced the signal back to the U. S. for viewing on "Today."

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NBC-New York, 1/15/63

NBC TELEVISION NETWORK NEWS

January 15, 1963

"WHO GOES THERE? -- A PRIMER ON COMMUNISM" WILL BE NBC NEWS TV SPECIAL
- - -
Hour Will be 3rd of 4 Major Programs This Season Dealing
With Challenge of Communism to the Free World

A special one-hour television program that will examine in detail the basic concepts of Communism will be presented by NBC News on Friday, March 1 (NBC-TV Network, 7:30-8:30 p.m. EST).

Titled "Who Goes There? -- A Primer on Communism," the program will feature NBC News correspondent Robert Abernethy. It will be the third of four major programs during the 1962-63 season dealing with the challenge of Communism to the free world.

The first two, both NBC "White Papers," are "The Death of Stalin" (scheduled Sunday, Jan. 27) and "The Rise of Khrushchev" (scheduled Sunday, Feb. 3). The final program, to be announced later, will be telecast in the Spring.

"Who Goes There? -- A Primer on Communism" will answer the question "What Is Communism?" Producer Robert Northshield said his program will break down Communism into four basic stages of development: ideology, revolution, totalitarianism and imperialism.

"Communism developed historically in that order, each stage adding to its predecessor," said Northshield. "Today, Communism embodies all four of these points. And coincidentally, each of these four stages is personified by a dynamic personality.

"For the ideological stage, there was Marx and, to a lesser extent, Engels. For the revolutionary stage, Lenin; totalitarianism, Stalin, and imperialism, Khrushchev."

(more)

Through use of film, some of which dates back to 1905, and still photographs, the program will illustrate the events that shaped the doctrine of Communism.

"Who Goes There? -- A Primer on Communism" is being written by Abernethy and Northshield. Also taking part in the formation of the program is associate producer Leonard Leddington and Dean Brelis, an author and Harvard instructor who has had the opportunity of first-hand study of the subject, having fought and worked in Southeast Asia for many years. Don McDonough will direct the program.

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NBC-New York, 1/15/63

FIVE-WEEK TOTALS FOR EXPANDED NEWS BROADCASTS

SHOW 127 HOURS FOR WNBC-TV; 250 ON WNBC RADIO

- - -
Service Designed for Period of Strike Shutdown of N.Y. Dailies

It's a far cry from the days when newsboys cried, "What d'ya read!"

Today in newspaperless New York it's "What do you hear" -- or see -- on the TV screen and on radio. In the first five weeks of the newspaper strike, according to Theodore H. Walworth Jr., Vice President and General Manager for the NBC owned stations in New York, WNBC-TV has broadcast more than 127 hours of news, and WNBC Radio more than 250 hours.

WNBC-TV Station Manager Peter M. Affe announced that Channel 4 in New York has added approximately 76 hours of news broadcasts in addition to the normal schedule of such programming -- which would be some 51 hours. WNBC Radio showed a rise of more than 93 hours of news broadcasts over the normal news schedule of approximately 157 hours for the five-week period.

The list of reporters, columnists and editors who have brought their famous newspaper bylines to WNBC-TV and WNBC Radio reads like a who's who of the metropolitan newspaper world.

More than 100 noted journalists have appeared on the NBC New York stations to read the columns they would have written for their strikebound papers.

Among the New York newspaper byliners who have appeared and continue to appear on WNBC-TV and WNBC Radio are:

Drama critics Howard Taubman, Times; John Chapman, Daily News; Norman Nadel, World-Telegram & Sun; Judith Crist, Herald Tribune; Robert Coleman, New York Mirror, and John McClain, Journal-American.

(more)

Sports columnists have included the Journal's Jimmy Cannon, Red Smith of the Herald Tribune, and the Times' sports editor Arthur Daley.

New Yorkers who missed their TV critics could find Ben Gross, Jack Gould, Jack O'Brian, Kay Gardella, Richard Doan, John David Griffin, Harriet Van Horne and Bob Williams on WNBC-TV and WNBC Radio.

New York Times staffers, who for years have been just names for that paper's readers, acquired faces as they appeared each Sunday (11:30 a.m. to 12:30 p.m. EST) on "The Sunday New York Times of the Air" on Channel 4. The program continues to present such names as:

James Reston, noted Washington correspondent and columnist; Arthur Krock, one of the most famous of Washington newsmen and columnists; Emanuel Freedman, Foreign Editor; Harrison Salisbury, Chief of Foreign Correspondence; Bosley Crowther, movie critic; William Laurence, Science Editor; Harold Schonberg, music critic; Orville Prescott, literary critic; John Canaday, art critic, and Hanson Baldwin, military editor.

WNBC-TV's "Sunday New York Times of the Air" is also broadcast at the same time by the NBC-owned station in Washington, D. C., WRC-TV, as a service to legislators and the Washington community.

On WNBC-TV's "Newspaper of the Air" (Monday through Friday, 5 to 6:30 p.m. EST), on the station's expanded 11 p.m. EST news program, and on the special Friday night (9:30 to 10 p.m. EST) news broadcasts, viewers have met such other nationally famous columnists as:

James Wechsler, Max Lerner, Phyllis Batelle, Inez Robb, Cholly Knickerbocker, Louis Sobol, Frank Farrell, Earl Wilson, Jimmy Hatlo, Art Buchwald, Jimmy Jemail, Elsa Maxwell and Jim Bishop.

(more)

Top level newspaper executives such as Journal-American publisher Kingsbury Smith, the World-Telegram's Charles Haskell, and the New York Times' Theodore Bernstein, have also made appearances on the NBC New York stations.

To make time available for the "Newspaper of the Air," WNBC-TV shuttered its daily "Movie 4" box-office. On the telecasts, Tex Antoine reads comics, Bill Ryan lists obituaries, and newspaper guests present their daily columns.

A study made by Nielsen Rating Service after the first week of the expanded WNBC-TV news services showed that the combined news-casts on WNBC-TV were reaching $3\frac{1}{2}$ million homes in the 17-county Nielsen rating area an average of 8 times per week.

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NBC-New York, 1/15/63

January 16, 1963

NBC RADIO NETWORK, WITH SALE-A-DAY PACE (FOR 13 DAYS),
IS AHEAD OF LAST YEAR'S FIRST QUARTER SALES ACTIVITY

The NBC Radio Network has been recording a sale-a-day for the past 13 working days and is far ahead of last year's first quarter sales activity, according to William F. Fairbanks, Vice President in Charge of Sales.

Mr. Fairbanks reported that since last Dec. 4, radio network sales are well over the \$3,200,000 mark and, in the first quarter alone, net sales in new and renewed business are nearly \$250,000 ahead of last year's record first quarter. "We are averaging well over \$800,000 a week during the past four weeks and there doesn't seem to be any sign of sales activity falling off," Mr. Fairbanks stated.

Recent sales, dating back to Dec. 4, include 20 different clients in a wide variety of product categories. The advertisers and their agencies are:

Sterling Drug Inc., through Dancer-Fitzgerald-Sample; the Mennen Company through Warwick & Legler Inc.; Ford Motor Company through J. Walter Thompson Company; Pepsi-Cola Company and Rexall Drug and Chemical Company, both through Batten, Barton, Durstine & Osborn Inc.; American Motors through Geyer, Morey, Ballard, Inc.

Also, Kellogg Company through Leo Burnett Co. Inc.; American Dairy Assn. through Compton Advertising Inc.; Aetna Casualty and Surety Company through Remington Advertising Inc., Hartford Conn.; Fram Corporation through McCann-Marschalk Co. Inc.; Ex-Lax Inc. through

(more)

Warwick & Legler Inc.; General Electric Company through Grey Advertising Inc.; Buick Motor Division, General Motors Corporation through McCann-Erickson Inc.

And, Shulton Inc. through Wesley Associates Inc.; Florists' Telegraph Delivery Association through Campbell Ewald Company; Foster-Milburn Company (Doan's Pills) through Street & Finney Inc.; Sealright Company, Inc., through Emil J. DeDonato Inc., New York; the Celotex Corporation (sound conditioning and building products), Chicago, through MacFarland Aveyard & Company, Chicago; the Anderson Company (windshield wipers), Gary, Ind., through Reincke, Meyer & Finn, Inc., Chicago; Kiplinger Washington Editors through Albert Frank-Guenther Law Inc.

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NBC-New York, 1/16/63

NBC TRADE NEWS

UPJOHN COMPANY AND SCOTT PAPER COMPANY BUY

INTO NBC NEWS SPECIALS ON COMMUNISM

- - -

Purchases Include Complete Sponsorship of First Two Programs

Sponsorship in NBC-TV's upcoming programs on Communism by The Upjohn Company and Scott Paper Company was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

As reported previously, NBC News will present four TV specials on Communism.

Upjohn and Scott Paper will co-sponsor "The Death of Stalin" and "The Rise of Khrushchev," documented studies of the dramatic events during six critical years in recent Russian history. The Upjohn Company also purchased one-half sponsorship of "Who Goes There? -- A Primer on Communism," and another program to be announced.

"The Death of Stalin" will be telecast on NBC-TV Sunday, Jan. 27 (10-11 p.m. EST), and its sequel, "The Rise of Khrushchev," Sunday, Feb. 3 (10-11 p.m. EST). The programs, narrated by Chet Huntley, will be presented in the multi-award-winning "NBC White Paper" series. They feature first-hand reports from eyewitnesses to developments in the Soviet Union during the period from October, 1952, to early 1958.

"Who Goes There? -- A Primer on Communism" will be telecast Friday, March 1, (7:30-8:30 p.m. EST). The program will examine in detail the basic concepts of Communism and will answer the question "What is Communism?"

The Upjohn order was placed through McCann-Marschalk Co., and the Scott Paper order through J. Walter Thompson Co.

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NBC-New York, 1/16/63

NBC TRADE NEWS

January 16, 1963

INSTITUTE OF LIFE INSURANCE TO SPONSOR NBC NEWS' FULL-HOUR COLOR SPECIAL ON NATION'S WATER SUPPLY PROBLEMS

The nation's water problems, which are becoming more acute each year, will be the subject of a full-hour NBC News special program Sunday, Feb. 24, in color, on the NBC-TV Network (10-11 p.m. EST).

Chet Huntley will narrate the film report, "The Problem with Water Is People," focusing on the Colorado River. Produced by Reuven Frank, the program will be sponsored by the Institute of Life Insurance (through the J. Walter Thompson Company).

The increasing demands made upon the Colorado River reflect what is happening throughout the country. So does the result -- an inadequate supply of clean water, free of pollution from human, industrial and agricultural use. Arguments over allocation of the Colorado's water, with farmer pitted against farmer, city against city and state against state, have their counterparts in many other localities.

"Our program will show that the United States has arrived at a period in its history when it can no longer take water for granted," producer Frank said. "The nation's water supply must be conserved and treated with care, otherwise it cannot meet our rapidly growing needs."

NBC camera crews over a six-month period visited virtually every stretch of the 1,400-mile Colorado River, filming at least 30 key locations. Because the huge mud flats and marsh land extending

(more)

more than 25 miles at the mouth of the river made that section inaccessible except by air, the filming there was done from a helicopter.

"The Trouble with Water Is People" will trace the Colorado from its source, a snow bank in the Rocky Mountains in Upper Colorado, through deep canyons along 900 miles of its route to the Gulf of California. It will show Glen Canyon Dam under construction in northern Arizona, which will contain one-third more concrete than Hoover Dam below it, and the three dams being built in tributaries of the river.

Scenes of breathtaking beauty along the Colorado, including part of the Grand Canyon, will be shown.

The Colorado is the key to the future development of the southwestern United States. Denver, which lies outside the Colorado's basin, gets half of its city water from that river, and any extensions of that supply must come from the same source. San Diego is entirely dependent on the Colorado. About 20 per cent of Los Angeles's water comes from it.

Arizona is piling up a water deficit at an amazing rate. It is pumping about 65 per cent of its water from underground, and the water table consequently is falling as much as 10 to 20 feet every year. To stop the drain on this underground supply and to provide more water for such fast-growing cities as Phoenix and Tucson, Arizona wants the Colorado River water now being used by Southern California. Its case is before the U. S. Supreme Court. If California is deprived of this water, it will have to spend an estimated 10 to 15 billion dollars to pump water from the northern part of the state. A loss of the Colorado's water would threaten the rich Imperial Valley, where three crops can be grown annually.

(more)

3 - 'The Problem with Water Is People'

Mexico is dissatisfied because the Colorado's water, through use and re-use, has a high content of minerals from Arizona's soil which is harmful to plant life.

These are some of the water problems the telecast will illustrate. The program will show an extreme example of a river that has been used up -- the South Platte running through Denver, which has diminished to a trickle and is filled with junk.

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NBC-New York, 1/16/63

January 16, 1963

NBC PRESENTS FBI DIRECTOR HOOVER WITH GOLD RECORDING OF FIRST
'MONITOR' BROADCASTS OF 'KNOW YOUR FBI' AND 'NATIONAL ALERT'

FBI Director J. Edgar Hoover last Monday (Jan. 14) was presented with a commemorative gold recording of the initial NBC Radio broadcasts of the widely acclaimed "Know Your FBI" and "National Alert" series. William K. McDaniel, Executive Vice President, NBC Radio Network, made the presentation in Mr. Hoover's Washington office.

(NBC Radio in December, 1962, became the first broadcast organization to receive a citation from the FBI. The citation was made for the "Know Your FBI" and "National Alert" programs.)

In presenting the gold recording to the FBI chief, Mr. McDaniel said, in part: "The effectiveness of these series was possible only through the complete and helpful cooperation of the FBI."

Mr. Hoover responded: "The FBI is indeed grateful to the National Broadcasting Company, Inc., for the assistance rendered to us through the series, 'Know Your FBI' and 'National Alert.' It was a privilege for me to accept the special gold record of the initial broadcast in this series on behalf of all of my associates in the FBI. I am looking forward to our continued relationship during 1963."

The two FBI programs are broadcast within NBC Radio's "Monitor" each weekend. They were launched in April, 1962, and will continue throughout 1963.

On "Know Your FBI," Russ Ward of NBC News interviews FBI officials regarding various facets of the bureau's operations. Each "National Alert" program consists of a description of one of the FBI's 10 most-wanted criminals. Each program is five-minutes in length.

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NBC TELEVISION NETWORK NEWS

January 16, 1963

PERRY COMO AND HIS SHOW STAFF TO VISIT MEXICO TO TAPE A 'KRAFT MUSIC HALL' TELECAST

Perry Como and his show staff will leave from New York for Mexico City Jan. 26 where they will spend a week rehearsing and taping "Perry Como's Kraft Music Hall" for broadcast on NBC-TV Wednesday, Feb. 6 (9-10 p.m. EST). (Note: This program will be telecast in black-and-white only.)

Guest stars will be announced for the program which will be Como's second show this season to originate outside of New York. The first was taped during his visit to Guantanamo Naval Base, Cuba, to entertain the Navy and Marine personnel of the U. S. installation.

BASEBALL BUFF DINAH SHORE TO APPEAR ON WNBC-TV "EVENING REPORT";
MORE BY-LINERS SET FOR STATION'S "NEWSPAPER OF THE AIR"

Dinah Shore, singer, actress and baseball buff, will discuss "hot stove league" developments in baseball as a guest on WNBC-TV's "Evening Report" Friday, Jan. 18 (9:30-10 p.m. EST).

An old Dodger fan, Dinah is expected to say a few nostalgic words about the Los Angeles team which failed to win the World Series because it first failed to win the National League pennant.

Scheduled to appear on "Newspaper of the Air" today, Wednesday, Jan. 16, is Jack O'Brian, TV columnist for the Journal-American.

Guests on WNBC-TV's "Newspaper of the Air" series (5 to 6:30 p.m.) not previously announced for Thursday, Jan. 17 are Harriet Van Horne, TV columnist for the World Telegram & Sun, and Herb Kamm of the same newspaper.

Other guests on "Evening Report" Jan. 18 will be Priscilla Tucker of the Herald Tribune, Ralph Schoenstein of the Journal-American, and Bob Stewart and Ann Olsen of the World Telegram & Sun.

"Evening Report" and "Newspaper of the Air" are being carried on WNBC-TV for the duration of the strike that has shut down nine New York newspapers.

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NBC-New York, 1/16/63

CREDITS FOR 'THE WORLD OF BENNY GOODMAN,' NBC SPECIAL PROJECTS SHOW
TO BE TELECAST THURSDAY, JAN. 24 (8:30-9:30 p.m. EST)

Description:

A swing with Benny Goodman on his recent concert tour of the Soviet Union, a cultural exchange which exported American jazz to Moscow and four cities never before penetrated by the sound-cameras of U.S. TV: Sochi, Tbilisi, Samarkand and Tashkent. The program includes rare photographs, film footage and recordings which create a history of the development of jazz. A composite verbal portrait of Goodman as a man and as a musician emerges in a segment featuring past and present associates. His private life is captured in sequences filmed at his Connecticut home.

Produced and directed by	Eugene S. Jones
Executive producer:	Donald B. Hyatt
Written by	Joseph Liss
Music by	Robert Emmett Dolan
Narrated by	Alexander Scourby
Filmed by	Cy Avnet, Joseph Oexle
Associate producer:	James L. Reina
Film editor:	John Christophel
Unit Manager:	Robin Bursch
Graphic arts:	Guy Fraumeni
Program coordinator:	Charles Grinker

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NBC-New York, 1/16/63

TO BE FORWARDED THROUGH THE AIR MAIL SERVICE

A letter from Henry Goodman to his family

attached.

consent form of the Board of Directors

attached - which was signed by the Board

and the Board of Directors of the Board

presented by the Board of Directors of U.S.

TV, Radio, and Film, Commission and Board.

The program includes the following:

1. The Board of Directors of the Board

2. The Board of Directors of the Board

3. The Board of Directors of the Board

4. The Board of Directors of the Board

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18. The Board of Directors of the Board

FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

NBC'S JULIAN GOODMAN OFFERS 3-POINT PROPOSAL TO IMPROVE
STANDARDS OF PROFESSIONALISM IN BROADCAST NEWS

Addresses Convention of South Carolina Broadcasters Association

FOR RELEASE FRIDAY, 12 NOON EST, JAN. 18

COLUMBIA, S. C., Jan. 18 -- A three-point proposal to improve standards of professionalism in broadcast news was offered to the nation's 4,000 television and radio stations in a speech today by Julian Goodman, Vice President, NBC News.

Mr. Goodman proposed that every station in the country should have a qualified news director, that the director should be directly responsible to the station manager, and that he should have the full support of the station management.

Mr. Goodman delivered his address before the 16th annual Winter convention of the South Carolina Broadcasters Association at the Wade Hampton Hotel here.

As an example of the rapid progress already made by broadcasters, he pointed to color television, tape recording and satellite TV, which have been brought into use in less than 20 years. He said that in the early days of television NBC News presented only one TV news program a day but now is one of the world's largest news organizations and produces one-fourth of all programming on the entire NBC Television Network schedule.

Mr. Goodman said that he realized that individual stations do not have the budget of a network news department but he asked the broadcasters to consider these proposals:

(more)

"I think every station in the country should have a qualified news director -- a man trained to gather news and competent at it -- and that he be compensated as the trained professional man he is. I think this does not happen in many stations for economic reasons; the management thinks it can't afford it. But I believe it is not only our responsibility to provide good news coverage. I think a station with complete trustworthy, imaginative news coverage -- both national and local -- will attract enough additional listeners to make the additional costs economically worthwhile."

"I think the news director should report directly to the station manager. This may seem a small point of interest only to management consulting firms who make out organization charts, but I think it is vital to the conduct of an efficient news operation... Certainly this method of operation has been a key part of the great leap forward in NBC News in the past seven or eight years..."

"This qualified news director, I think each station should have, who works directly for and with the station's management, must have the support of that management. A good news operation must have the support of the man who can push the buttons. And the man who can push the buttons must be willing to give the news director a reasonable budget to do his work, time on the air to broadcast it, and protection from the special interests..."

"These principles are important and essential to the attainment of true professionalism in news broadcasting. In my opinion, there just can't be any compromise."

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January 17, 1963

NBC INTERNATIONAL MARKS NOTABLE FIRST WITH SALE
OF TWO SERIES TO WEST GERMAN SECOND TV NETWORK

NBC International has made the first sale of American television programming to the new West German Second Television Network.

Two NBC-TV series, "Dr. Kildare" and "The Dick Powell Theatre," were purchased at the Mainz, Germany, headquarters of the new nationwide network, which is scheduled to begin broadcasts on April 1, 1963. The Powell series will start there at the end of April, after a special memorial program honoring the late actor-producer. "Dr. Kildare" will begin for German viewers before the Summer.

Contracts for both series were negotiated by NBC International's Lane Blackwell, European sales representative. The programs will be edited and synchronized in Germany.

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MARY PRENDERGAST, A SECRETARY AT NBC, IS CROWNED QUEEN
OF 1963 HEART FUND OF THE N.Y. HEART ASSOCIATION

Mary Prendergast, a secretary at the National Broadcasting Company was crowned Queen of the 1963 Heart Fund of the New York Heart Association today (Thursday, Jan. 17) by Frank M. Folsom, a member of the Board of Directors of the Heart Association. Mr. Folsom is Chairman of the Executive Committee of the Board of the Radio Corporation of America. The ceremony took place at the Heart Association office in New York.

As Queen, Miss Prendergast will participate in various functions of the Heart Association. Included will be her appearance at a ceremony at the office of the New York City Department of Welfare on Tuesday, Jan. 22, to accept the department employees' Heart Fund check. Commissioner of Welfare James R. Dumpson will make the presentation.

Miss Prendergast joined NBC in June, 1962. She is from Sarasota, Fla., and is a graduate of Endicott Junior College, Beverly, Mass. She is 23. Miss Prendergast is secretary to George Walker, Manager, Sales Development, NBC-TV Network.

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NBC-TV New York, 1/17/63

NBC TELEVISION NETWORK NEWS

January 17, 1963

MEMBERS OF PRESIDENT KENNEDY'S CABINET, FOR THIRD YEAR IN ROW,
WILL APPEAR ON 'TODAY' IN REVIEW AND FORECAST OF ACTIVITIES

For the third consecutive year, the members of President Kennedy's Cabinet will appear on NBC-TV's "Today" program to review their departments' accomplishments during the past year and discuss their programs for the coming months.

Secretary of State Dean Rusk will begin "Today's" 1963 series of "state of the union" reports when he appears on Monday, Jan. 21 during the 8:30-9 a.m. segment of the 7-9 a.m. EST (Monday through Friday) program. A different Cabinet member will appear each week thereafter.

Martin Agronsky, NBC News Washington correspondent, will speak with the Cabinet members in NBC-TV's Washington studios. "Today" host Hugh Downs (from New York) also will participate in the discussions.

The list of Cabinet members who will appear on "Today" in the coming weeks follows: Robert S. McNamara, Secretary of Defense; Robert F. Kennedy, Attorney General; W. Willard Wirtz, Secretary of Labor; Anthony Celebrezze, Secretary of Health, Education and Welfare; J. Edward Day, Postmaster General; Luther H. Hodges, Secretary of Commerce; Stewart L. Udall, Secretary of the Interior; C. Douglas Dillon, Secretary of the Treasury; Orville L. Freeman, Secretary of Agriculture.

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NBC COLOR TELEVISION NEWS



January 17, 1963

WILLIAMS BROTHERS QUARTET (OF WHICH ANDY WAS A MEMBER)
WILL BE REUNITED FOR 'ANDY WILLIAMS SHOW' OF FEB. 28

The Williams Brothers, quartet from which singing star Andy Williams emerged, will be reunited for NBC-TV's "Andy Williams Show" color telecast of Thursday, Feb. 28 (10 to 11 p.m. EST).

The last previous professional appearance of the quartet was on Andy's one-hour special on NBC-TV two years ago. The brothers started out as a church quartet in Wall Lake, Iowa, and achieved national fame when they headlined the nightclub circuit with Kay Thompson.

Two additional quartets will appear on the show -- the Osmond Brothers, youthful singing group from Ogden, Utah, and the Clinger Sisters of Hollywood.

NBC COLOR TELEVISION NEWS



January 17, 1963

CREDITS FOR "SHELL'S WONDERFUL WORLD OF GOLF"

COLOR SERIES ON NBC-TV NETWORK

Time: NBC-TV Network color series, Sundays
starting Jan. 20 (4 to 5 p.m. EST).

Format: Medal-play matches pitting top
American golfers against leading
foreign professionals on some of the
world's most demanding and beautiful
courses. Winner of each match
receives \$3,000 and loser \$2,000.
Each program includes a scenic view
of the area around the course, an
explanation of the features that
make the course great, and an
examination of the customs and
atmosphere in which golf is played
in that country.

Host and Commentator: Gene Sarazen

Announcer: George Rogers.

Premiere Match: Gene Littler vs. Eric Brown at
Gleneagles course in Scotland.

Filmed by: Filmways Inc.

Executive producer: Fred Raphael.

Producer-Director: Dick Darley.

Director of Photography: Tom Tutwiler.

Supervising Editor: Sy Singer.

Sponsor: Shell Oil Company.

Agency: Kenyon & Eckhardt Inc.

NBC Press Representative: Bob Goldwater (New York).

* * *
(more)

SCHEDULE OF MATCHES IN "SHELL'S WONDERFUL WORLD OF GOLF"

SUNDAY COLOR SERIES (4-5 P.M. EST.) ON NBC-TV NETWORK

<u>DATE</u>	<u>GOLFERS</u>	<u>COURSE AND LOCATION</u>
Sunday, Jan. 20	Gene Littler vs. Eric Brown	Gleneagles course, Perthshire, Scotland
Sunday, Jan. 27	Dow Finsterwald vs. Peter Alliss	Tryall Golf Club, Montego Bay, Jamaica
Sunday, Feb. 3	Dave Ragan vs. Celestino Tugot	Wack-Wack Golf and Country Club, Manila, Philippines
Sunday, Feb. 10	Art Wall vs. Stan Leonard	Royal Quebec Golf Club, Quebec, Canada
Sunday, Feb. 17	Doug Sanders vs. Arne Werkell	Halmstad Golf Club, Tylosand, Sweden
Sunday, Feb. 24	Jack Nicklaus vs. Sam Snead	Pebble Beach Golf Club, Pebble Beach, Calif.
Sunday, March 3	Byron Nelson vs. Gerry de Wit	Hague Golf and Country Club, Wassenaar, Holland
Sunday, March 10	Phil Rodgers vs. Frank Phillips	Royal Singapore Golf Club, Singapore
Sunday, March 17	Bill Casper vs. Harry Bradshaw	Portmarnock Golf Club, Dublin, Ireland
Sunday, March 24	Bob Goalby vs. Bob Charles	Paraparaumu Beach Golf Club, Wellington, New Zealand
Sunday, March 31	Bob Rosburg vs. Roberto De Vincenzo	Los Leones Golf Club, Santiago, Chile

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

NBC YEAR-END REPORT

FOR RELEASE: MONDAY, JAN. 21, 1963

The National Broadcasting Company in 1962 enjoyed the most successful year in the company's history, reaching new peaks of service to the public while achieving record profits. NBC-TV's schedule of entertainment and information programs -- the most diversified in broadcasting -- attracted more national advertisers than any other network. The NBC News Department contributed a record 25 per cent of NBC-TV's over-all program schedule and solidified its position as television's foremost producer of news and public affairs programs. Color television attained record levels in programming hours. The NBC-owned television and radio stations established new standards for community interest programming in their locales, while recording their highest profits. NBC Radio strengthened its number one position among radio networks and operated at a profit for the third consecutive year.

These were among the highlights of the National Broadcasting Company's annual review of the company's activities released today by Robert W. Sarnoff, Chairman of the Board, and Robert E. Kintner, President.

NBC received upwards of 150 major awards -- more than received by any other broadcast organization -- reflecting once more professional and audience acknowledgement of NBC's leadership in the broadcasting industry.

NBC News continued its pre-eminence in broadcast journalism during 1962. A dedication to the principle of being most complete, most

(more)

2 - Year-End Report

informative and most accurate in its coverage and in its presentation of world-wide news to the American public, has established NBC News in the forefront of all news-gathering organizations. This leadership was once again evidenced during the November elections when NBC-TV attracted an audience more than that of the other two networks combined. A record of 50 special news and information programs was scheduled by NBC News in prime time for the 1962-63 season.

The NBC Television Network, providing television's most diversified program schedule, spanned the entire entertainment spectrum from original drama to situation comedy and from musical variety to action adventure.

NBC's leadership position in color television broadcasting was strengthened by its programming in 1962 of nearly 2,000 hours in color -- more than the total of American color motion pictures produced in the last eight years -- with more than 68 per cent of its total 1962-63 nighttime schedule in color. A total of 188 NBC-TV affiliates, many of which originate color programs locally, carried NBC's color programming.

The NBC Radio Network devoted four-fifths of its air time to news and public affairs programming. Seventy-five major advertisers consistently attracted radio's largest audiences on NBC and the network's profits were the highest since 1950.

NBC Enterprises expanded and diversified its activities in 1962 as its two major divisions, International and Domestic, increased revenues over 1961 by 55 per cent. NBC International now has long-term associations with 25 stations in 12 countries and supplies television programs to more than 100 stations in 60 countries. NBC Films currently distributes more than 40 television series to local stations in the United States.

(more)

3 - Year-End Report

In October, Robert W. Sarnoff proposed the creation of a world-wide organization of broadcasters to meet the problems and challenges of global television. Mr. Sarnoff made his proposal at the first American meeting of the European Broadcasting Union in New York.

NBC News developed and produced "Exploring," a new concept in children's television, designed to stimulate young viewers' interests in five major areas of learning -- language, music, mathematics, social studies and science. The series has been widely applauded by critics, parents and teachers for its scope and excellence of presentation.

NBC-owned television and radio stations achieved record sales and profits while expanding and developing audience service at the community level. Typical of NBC's owned stations' efforts to create a broader base of informed citizens was the programming presented by the network's New York City flagship, WNBC-TV. In 1962, WNBC-TV presented more local public affairs programming than any other station in the New York metropolitan area with community-centered programs comprising more than 39 per cent of the station's schedule.

Once again, in 1962, the NBC Television Network set new sales records with 262 national advertisers using its facilities, substantially more advertisers than used the other two networks.

NBC-TV's entertainment "Specials" included productions of "Teahouse of the August Moon," "Cyrano de Bergerac," five NBC Operas, the highly rated Bob Hope shows, "The Broadway of Lerner and Loewe," "The Danny Kaye Show," and the first one-hour animated color special for television, "Mr. Magoo's Christmas Carol."

During 1962, NBC telecast nearly 2,000 public service announcements on the television network and broadcast 1,150 public service announcements on the radio network.

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The performance and cooperation of the 402 radio and television stations affiliated with NBC continued to play a vital part in NBC's success. Their special contribution was to generate, at the local level, the type of audience response that has always been a touchstone of NBC's leadership position in the industry. The stations continued to voice strong endorsements for NBC's policies and programming in 1962.

In December, NBC met with its affiliates in New York for a joint review of the network's progress and plans. At the conclusion of the meetings, the Board of Delegates of the NBC Television Network affiliates, representing 200 stations, praised NBC for its "continued leadership in sales, peak audience levels and the quality and diversity of its program schedule."

At the same time, the NBC Radio Network Affiliates Executive Committee, representing 202 stations, expressed pride in their association with radio's "Premier network...for its many accomplishments in news and public affairs programming during the year."

Following are major broadcasting developments at NBC during 1962:

TELEVISION NETWORK

Programming

The criterion of leadership in television programming is a network's ability to present a balanced schedule of the finest quality to serve all segments of the public. During 1962, NBC-TV consistently achieved this end as it presented television's most diversified roster of regular programs combined with the most extensive and creative list of entertainment "Specials" on the air.

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language productions of "Don Giovanni," "Amahl and the Night Visitors" and "The Love of Three Kings"; "The 14th Annual Emmy Awards" and the "TV Guide Awards"; the first one-hour animated color "Special," "Mr. Magoo's Christmas Carol"; "The Danny Kaye Show," "The Broadway of Lerner and Loewe" and the "Rainbow of Stars from Rockefeller Center."

NBC continued to be the only network providing full-service early morning and late evening programming with its highly successful "Today" and "Tonight" shows. In September, Hugh Downs was named host of the "Today" show, and in October, versatile Johnny Carson became star of the "Tonight" show. By mid-November, both programs were reaching audience levels among the highest in their history.

In daytime programming, NBC continued its front-running position in the morning time periods throughout 1962. "Your First Impression," introduced by NBC in 1962, quickly joined "Concentration" and "The Price Is Right" in building an audience advantage, from 10 a.m. to 1 p.m. NYT, of 31 per cent over the second network, and 103 per cent over the third. The 1962 afternoon schedule introduced "The Merv Griffin Show" and few programs in the history of daytime television ever received a stronger vote of confidence from critics. In December, "The Match Game," a game show from the successful Goodson-Todman organization, was added to the afternoon schedule.

NBC-TV's programming designed specifically for youngsters included the award-winning "Watch Mr. Wizard," "Shari Lewis Show," "Exploring," "Magic Midway" and "Update."

Special Projects

NBC Special Projects unit enjoyed its most productive year in 1962, presenting 26 television programs. The consistent high quality of these programs reflects the extent of NBC's creative research in non-fiction production.

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Three new "Project 20" productions premiered in 1962: "He Is Risen," a sequel to last year's award-winning "The Coming of Christ"; "Circus," a behind-the-scenes story of the big top, narrated by Emmett Kelly; and "Cops and Robbers," a history of crime in America, narrated by Edward G. Robinson.

Former President Herbert Hoover described "The Ordeal of Woodrow Wilson" in another Special Projects production, and the highly acclaimed "World of ..." series produced warm and definitive profiles of Jacqueline Kennedy, Jimmy Doolittle and Sophia Loren. The "America's Music Series" presented "Regards to George M. Cohan," with Peter Lind Hayes, and "Fads and Foibles," with Art Carney. In addition, "The Beauty of Woman," which analyzed the appeal of women from Venus de Milo to Elizabeth Taylor, and "Lee, the Virginian," a biography of General Robert E. Lee, were presented.

Five "Wisdom" programs were repeated and 10 other Special Projects productions had encore performances in 1962.

Sales

Again in 1962 the NBC Television Network set new sales records, surpassing the sales performance of any previous year. Advertiser investment on NBC-TV was the highest since the start of network television and showed a 13 per cent increase over the record 1961. Among the important gains during 1962 were the virtual sold-out position of the NBC-TV daytime schedule during most of the fourth quarter, and the 16 per cent increase in nighttime sales over the peak levels of 1961.

NBC's sales and programming philosophy, developed to attract both large and small advertisers to NBC-TV, continued to produce impressive results. Among the 262 advertisers represented in 26 product categories were the corporate giants with multi-million dollar

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advertising campaigns in NBC-TV's daytime and nighttime schedule, as well as sponsors new to network television who are able to use network television on NBC with modest expenditures.

NBC led the other two networks in many classifications, such as automotive, tobacco, candy, soft drinks, jewelry, cameras, radio-phonographs, gasoline and oil, and agricultural and farming equipment.

Among advertisers new to network television represented on NBC in 1962 were: Lestoil, Wheeling Steel, Fels and Company, Continental Casualty, Aetna Life Insurance, George A. Hormel, Metro-Goldwyn-Mayer, St. Regis Paper, Sunray DX Oil, Whamo Manufacturing, Kenner Products and Magnavox.

National Dairy Co. and the Gillette Co., charter sponsors on NBC-TV, entered their 16th season of advertising on the network. Also, the three major auto manufacturers were each sponsors of their own color program series on NBC-TV.

Among the major advertisers endorsing NBC's successful program schedule by renewals during 1962 were: Chevrolet in "Bonanza"; Ford in "Hazel"; Reynold Metals, co-sponsor of "The Dick Powell Show"; Buick, P. Ballantine and R. J. Reynolds in "Sing Along with Mitch"; Douglas Fir Plywood and Pittsburgh Plate Glass in "David Brinkley's Journal"; Seven-Up in "International Showtime"; Du Pont in "The Du Pont Show of the Week"; Procter and Gamble Company in "Car 54, Where Are You?" and Hallmark in the "Hall of Fame" series.

Color Television

In 1962, NBC presented nearly six hours of color a day -- almost 2,000 hours -- and increased the percentage of nighttime color programming in the Fall to a record 68 per cent. In color for the first time in 1962 were: "The Du Pont Show of the Week," "Empire," "The Virginian," "Hazel," "The Andy Williams Show," "The Jack Paar

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Program," "The New Joey Bishop Show," "The Merv Griffin Show" and "Exploring," in addition to the many returning color shows.

An increasing number of advertisers were attracted to NBC in 1962 because of color. Automotive advertisers, keenly aware of the impact of color in marketing automobiles, placed more business in NBC-TV's regular 1962-63 nighttime program schedule than the other two networks combined. Color commercials are currently running in every one of NBC-TV's nighttime color programs and many advertisers are getting additional usage from their color commercials by running them in NBC's black-and-white programs as well.

During 1962, the results of a study by American Research Bureau in Omaha -- which reinforced findings of other studies -- provided evidence that programs in color have higher ratings, more frequent viewing and more viewers per set, in color television homes than in black-and-white homes. It also demonstrated that a local station's color schedule gave it a competitive advantage, even with regard to black-and-white programs.

In addition to expanding the regular daytime and nighttime color schedule in 1962, NBC's color programming took on new dimension with the presentation of a series of outstanding news and entertainment specials and documentaries. Great paintings and literature came to life in color on "He Is Risen," "Vincent Van Gogh: A Self Portrait," and on "Shakespeare: Soul of an Age." Different countries and their people were examined in a series of documentaries, such as "Japan: East Is West," "The River Nile," "Our Man in Vienna," "Robert Ruark's Africa." News events came to life in color in the NBC color presentation of "Jacqueline Kennedy's Journey," in "A Stage for Excellence: The National Culture Center," "The Peace Corps in Tanganyika," "Rome: The Vatican Council," "Polaris Submarine: Journal of an Undersea Voyage."

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Our own country was examined by the searching color camera in "U. S. #1," and "The Land." And only NBC showed official films of the flight of "Friendship 7" in color.

With completion in New York of the newest color studio, the Peacock Theatre (formerly Studio 8-H), NBC color plant now consists of 11 (out of a total of 13) studios, plus an extensive battery of color TV tape recorders and color film chains, providing additional color facilities and flexibility.

Sports

NBC's leadership in televising the nation's top sporting events was maintained in 1962. Championship events were televised -- mostly in color -- in five major sports by NBC-TV. These included: baseball's World Series, All-Star games and National League Playoff game; football's Rose Bowl and National Football League Championship games; basketball's National Basketball Association Championship Playoffs and the collegiate National Invitation Tournament; the first World Series of Golf, the USGA National Open Golf Championship; and the USLTA National Tennis Championships at Forest Hills.

In addition, NBC-TV broadcast 50 Major League baseball games on Saturdays and Sundays during the regular season, and telecast nine National Basketball Association games. NBC-TV presented six other post-season football classics and broadcast an additional four major golf tournaments.

(NBC Radio also carried most of these events and broadcast the America's Cup yacht races from Newport, R. I.)

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RADIO NETWORK

NBC Radio, in recording its highest profits since 1950, maintained its number one position among the networks, and greatly increased its news, information and special programming in 1962. The network averaged 43 per cent of the total sponsored hours on the three major networks, and NBC Radio's 75 advertisers reached the widest audience in network broadcasting in sponsoring programs such as "Emphasis," "Monitor," "News on the Hour" and "News of the World."

The NBC Radio Network became the first broadcast organization to receive a citation from the Federal Bureau of Investigation. It achieved this singular distinction for the excellence of its "Monitor" programs "National Alert" and "Know Your F.B.I."

News, information and special programming was increased to meet audience and sponsor demands. NBC Radio currently devotes approximately 80 per cent of its programming to news and information, and as much as 50 extra hours a month of special programming has been added to report current affairs.

Highlights of NBC Radio's programming were the award-winning series "Democracy in America," and the Sunday night "Monitor" segment with Frank McGee, radio's most comprehensive review of the week's news. Special programming achievements included reports on the Cuban crisis, the November elections, U. S. astronaut flights, Meredith and Mississippi, and coverage of such sporting events as the National League Playoff, the World Series, America's Cup races and post-season football classics.

In 1962, the 30-year-old, world-famous Radio Master Control in Rockefeller Center was removed from operation and an entirely new radio plant designed to consolidate radio activities in one location, in an up-to-date modern radio operation, was established and installed.

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NBC Radio continued its pioneering efforts to determine the true extent of the radio audience by studying, with A. C. Nielsen Company, methods of measuring the growing audience of out-of-home radio listeners.

NBC NEWS

The primacy of NBC News among the free world's broadcast organizations is repeatedly reflected in the share of audience attracted by NBC whenever it televises an event simultaneously carried by the other two networks. In virtually every instance, whether it be an orbital manshoot or a national election, NBC's share of audience has totaled as much as -- or more than -- the other networks combined.

During the November elections, NBC attracted 54 per cent of the three-network television audience, increasing its relative advantage over the second network from 26 per cent in 1960 to 41 per cent in 1962. NBC maintained its five-to-one advantage over the third network. Between the hours of 7 p.m. and 2 a.m., an estimated 66,000,000 different persons viewed NBC's election night coverage.

NBC News' comprehensive coverage of 1962's major world news events included 180 special television programs. Prominent among these were the Gulf "Instant Specials," created by NBC News to present, on short notice, programs that cover events dominating the headlines -- modern versions of the newspaper "extra." The Cuban crisis, the Glenn, Carpenter and Schirra orbital flights, the Ecumenical Council, Mississippi and the Meredith case, President Kennedy's news conferences and United Nations developments, were among the major news breaks given immediate and extensive coverage by NBC News. In connection with the Cuban crisis alone, NBC interrupted regular television programming with over 100 special programs, reports and bulletins during the period

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between President Kennedy's message to the nation and the Soviet announcement that the missiles would be withdrawn from Cuba. Following this coverage, NBC News presented a special 90-minute television summary and analysis of the Cuban situation, called "Clear and Present Danger."

In 1962, NBC News added two new series to what already was television's most extensive regular news schedule, enlarging its schedule to more than 40 news and news background programs each week. They are the "NBC News Morning Report" featuring Ed Newman and the "NBC Mid-Afternoon Report" featuring Floyd Kalber. The much acclaimed "Exploring," an hour-long weekly color series for youngsters between five and eleven, began in October.

The oldest regular program on television, NBC News' "Meet the Press," celebrated its 15th television anniversary in 1962 amid congratulations from President Kennedy (who has appeared on the program eight times), Congressional leaders, and key diplomats throughout the world. More than 500 leading American and international statesmen have appeared on "Meet the Press," and more major national news disclosures were made for the first time on the program than on any other program on the air.

Among regularly scheduled programs which lend emphasis to NBC News' leadership position in broadcasting is the "Today" show, subject of a recent column by Jack Gould, television critic of the New York Times. Mr. Gould, commenting on the enormous influence of the program in Washington, said, "'Today'....is by now a recognized means of making certain that one's views reach important ears in the White House, the Cabinet and in Congress. In this respect it is regarded by Washington officials as the electronic equivalent of front pages of some newspapers." He reported that in a recent poll taken by NBC "virtually
(more)

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half the Senate and House of Representatives said that they were regular viewers of 'Today'."

Other regularly scheduled television programs produced under the aegis of NBC News are the award-winning "Huntley-Brinkley Report," "David Brinkley's Journal," "Chet Huntley Reporting," "This Is NBC News," "Update," "Frontiers of Faith," "Catholic Hour," "Eternal Light" and four daily news reports.

In scheduling a record 50 "Specials" in prime time on the television network, NBC News took full advantage of the medium's flexibility to inform a mature audience. These news "Specials" attained consistently high audience levels, elicited wide critical acclaim and accrued record advertising revenues.

Among the outstanding special programs were "The Chosen Child," the dramatic Berlin documentary "The Tunnel," "Shakespeare: Soul of an Age," "Projection '62," the "JFK Report," "Our Man in Vienna" with David Brinkley, three NBC White Papers -- "The Battle of Newburgh," "Arms and the State," "Red China" -- "The Loyal Opposition," "Thresholds for Tomorrow," the Purex "Specials for Women," "The Land" with Chet Huntley, "Jacqueline Kennedy's Journey," "The Way of the Cross," "Robert Ruark's Africa," "The River Nile" and "Polaris Submarine."

Perhaps the most significant indication of NBC's supremacy in news and public affairs programming is the advantage it holds over the other two networks in sponsorship of this type of program. In 1962, sponsorship of NBC News programs, "Specials" and series, exceeded all previous records, not only in units of sponsorship and gross revenues but also in the amount and ratio of recovery of program costs.

Among the sponsors of NBC News programs during 1962 were: Gulf Oil Corporation, Bristol-Myers, General Mills, Liggett & Myers,

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Lincoln-Mercury, Corn Products, R. J. Reynolds Tobacco Company, American Home Products, Xerox, Wheeling Steel, Pittsburgh Plate Glass, Lipton Tea, Procter and Gamble, Bell System, Douglas Fir Plywood Association, Westinghouse Corporation, the Reynolds Metals Company and the Purex Corporation.

"Projection '62," the annual television roundup of NBC News correspondents, broadcast in January, provided predictions of some of the top news stories of 1962. Among them were forecasts that Red China would make further thrusts into India, American servicemen would be killed in Southeast Asian conflicts, and the split between Russia and Communist China would widen.

Recognition of the excellence of NBC News programming is reflected in the 64 major awards and citations it received during 1962.

NBC News maintained its world-wide staff of more than 700 during the year, shifted its African bureau from Leopoldville to Nairobi, established a full-time correspondent in Vienna and a full-time cameraman in Geneva, and reopened its Cairo office.

Forty-six domestic and foreign-based NBC Newsmen contributed to another book, "The Best of Emphasis," a distillation of the best commentaries presented on the NBC Radio Network by NBC News correspondents.

OWNED STATIONS

The year 1962 was a year of growth and progress for the NBC owned television and radio stations. The number of programs in the community interest continued to expand while record sales and profits were achieved.

WNBC-TV in New York presented such outstanding features as "Picasso, an American Tribute," "LEhigh 5-7700" and unparalleled

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political and election coverage. Community service programming now comprises 39 per cent of the station's schedule, and in 1962 WNBC-TV presented more public affairs programming than any other station in the metropolitan area.

The over-all increase in community service and program responsibility was further reflected in the expansion of prime time public affairs programming by WNBQ in Chicago and WRC-TV in Washington, and the expansion of news service by WJAS in Pittsburgh and KNBR (formerly KNBC) in San Francisco. Significant in the area of news service was the utilization of an RCA 501 computer by WRCV-TV in Philadelphia to outdistance its competitors in accurately reporting local election returns.

A 90-minute color presentation of "Romeo and Juliet" was one of the 60 outstanding public affairs special programs planned and produced by KNBC in Hollywood. KNBC, which changed call letters from KRCA and has now moved to new studio facilities at Burbank, received 19 awards presented by various local, state and national organizations.

Other NBC owned stations were similarly given special recognition: 10 major awards were received by WMAQ in Chicago; WNBC-TV was honored with the Station Achievement Award by the Academy of Television Arts and Sciences, as well as 23 other awards for public service; 38 awards garnered by WRCV-TV, including two Freedoms Foundations Awards; and WRC-TV, Washington, received five out of six local awards presented annually by the Academy of Television Arts and Sciences.

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ENTERPRISES

The two main divisions of NBC Enterprises -- International and Domestic -- achieved record gross revenues during 1962 while developing major innovations within their particular spheres of influence.

NBC International organized a Public Affairs Association to distribute NBC's public affairs programs to member nations on a regular basis. In addition, NBC International developed "Operation Information," a method of supplying news and public affairs programs to emerging nations free of charge. New associations were established with television stations in Kenya, Gibraltar and Jamaica, and a new television service in Nigeria, managed, planned and installed by NBC International, began operations with a daily four-hour program schedule. NBC International's programs can now reach an estimated 300,000,000 people serviced by more than 100 stations in over 60 countries.

The Domestic division, through NBC Films, made the largest single sale in TV Film Syndication in 1962, when McCulloch Motors bought "The Deputy" series for presentation in 117 markets. Sales of "The Best of Groucho" and the new entry, "Hennesey," also set syndication sales records. Distribution of other programs for the first time in 1962 included "The Outlaws," "People Are Funny" and "Celebrity Golf." "Operation: Education" was established to distribute to non-commercial television stations episodes of "Cameo Theatre" and other dramatic shows for study and analysis.

NBC Merchandising's activities included: the conversion of many of NBC's distinguished public affairs programs to educational films and distributing them among schools, hospitals and service groups; and the development and licensing of "The NBC News Game with Chet Huntley," the record album "Shakespeare: Soul of an Age," and Look Magazine's illustrated books "The Coming of Christ" and "He Is Risen."

-----o----- NBC-New York, 1/18/63

NBC-TV PROGRAMS, PERFORMERS AND SERVICES WIN 13 FIRST-PLACE AWARDS
(EQUAL TO COMBINED TOTAL OF THE TWO OTHER NETWORKS) IN 14TH ANNUAL
TELEVISION TODAY AND MOTION PICTURE DAILY POLL FOR FAME MAGAZINE

FOR RELEASE MONDAY A.M., JAN. 21

National Broadcasting Company programs, performers and services won 13 first-place awards -- the combined total of both other networks -- in the 14th annual Television Today and Motion Picture Daily poll of TV critics and columnists for Fame Magazine.

In addition, NBC won nine second-place and nine third-place awards, and shared one first-place award and two third-place awards.

The award for the Best News Commentator -- the only award in the area of television news -- was won for the third consecutive year by NBC's David Brinkley, a reflection of NBC's continued leadership in reporting the news.

Danny Kaye was voted the Best Television Performer and Champion of Champions for his one major television appearance, "The Danny Kaye Show" on NBC-TV.

NBC swept first, second and third places in two award categories, Best Popular Music Show and TV Show Making the Most Effective Use of Color. New Fame Award records were set by Perry Como and Dinah Shore, each achieving top honors in the Best Vocalist categories for the 12th consecutive year in the poll.

Other long-incumbent NBC-TV winners included Mel Allen, selected as Best Sportscaster for the 10th consecutive year; Hugh Downs, selected for the fifth straight year as Best Announcer; "The

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2 - Awards

"Price Is Right," selected for the fourth straight year as Best Quiz Show -- Audience Participation; and "Bonanza," selected for the second straight year as Best Western Series.

NBC placed first, second and third respectively, with "The Andy Williams," "Perry Como's Kraft Music Hall" and "Sing Along with Mitch" in sweeping the Best Popular Music Show category -- and with "Walt Disney's Wonderful World of Color," "Perry Como's Kraft Music Hall" and "Bonanza" repeating in the TV Show Making the Most Effective Use of Color category.

Other NBC first-place awards went to "The Merv Griffin Show" for Best Daytime Program and "It's a Man's World" for Most Unique New Program. NBC shared with the other networks in a first-place award to Wayne and Shuster for Best Comedy Team.

The NBC Press Department was singled out in the awards as Best Network Publicity Service for the fifth consecutive year.

The complete list of NBC winners in all categories follows:

First-place Awards

TV Show Making the Most Effective Use of Color -- "Walt

Disney's Wonderful World of Color"

Best News Commentator -- David Brinkley

Best Television Performer (Champion of Champions) -- Danny Kaye

Best Western Series -- "Bonanza"

Best Vocalist (Male) -- Perry Como

Best Vocalist (Female) -- Dinah Shore

Best Musical Show (Popular) -- "The Andy Williams Show"

Best Quiz Show -- Audience Participation -- "The Price Is Right"

Best Announcer -- Hugh Downs.

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3 - Awards

Best Sportscaster -- Mel Allen

Best Daytime Program -- "The Merv Griffin Show"

Most Unique New Program -- "It's a Man's World"

Best Network Publicity Service -- NBC Press Department

Best Comedy Team (shared award) -- Wayne and Shuster

Second-place Awards

TV Show Making the Most Effective Use of Color -- "Perry Como's Kraft Music Hall"

Most Promising New "Star of Tomorrow" -- Dean Jones

Best Dramatic Program -- "The Dick Powell Show"

Best Vocalist (Male) -- Andy Williams

Best Vocalist (Female) -- Leslie Uggams

Best Musical Show (Popular) -- "Perry Como's Kraft Music Hall"

Best Master of Ceremonies -- Merv Griffin

Best Sportscaster -- Lindsey Nelson

Best Children's Program -- "Walt Disney's Wonderful World of Color"

Third-place Awards

TV Show Making the Most Effective Use of Color -- "Bonanza"

Best Network Television Program -- "Du Pont Show of the Week"

Best Variety Program -- "Perry Como's Kraft Music Hall"

Best Comedian -- Bob Hope

Best Comedienne -- Shirley Booth

Best Western Series -- "Empire"

Best Musical Show (Popular) -- "Sing Along with Mitch"

Best Mystery Program -- "The Eleventh Hour"

Best Daytime Program -- "Today"

Best Vocalist (Male) (shared award) -- Robert Goulet

Best Sportscaster (shared award) -- Chris Schenkel

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NBC-New York, 1/18/63

January 18, 1963

WILLIAM R. McANDREW, EXECUTIVE VICE PRESIDENT, NBC NEWS,
IS INVESTED AS A KNIGHT OF MALTA BY CARDINAL SPELLMAN

William R. McAndrew, Executive Vice President, NBC News, has been invested as a Knight of Malta, one of the highest honors bestowed on Roman Catholic laymen.

Mr. McAndrew's investiture in the select order was conducted recently by Francis Cardinal Spellman, Archbishop of New York, in St. Patrick's Cathedral.

The Sovereign Order of the Knights of Malta traces its existence back to a few men who maintained a Christian hospital in the Holy Land in the 11th Century.

The order -- it has only 500 members in the United States -- is devoted to the support of hospitals and other charitable works. The order has diplomatic rights based on international law and maintains diplomatic relations with 24 governments.

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NBC-New York

NBC TELEVISION NETWORK NEWS

January 18, 1963

18 OUTSTANDING NBC-TV NETWORK PROGRAMS OF 1948-1961

INCLUDED IN 'TELEVISION USA: THIRTEEN SEASONS'

SCREENINGS OF MUSEUM OF MODERN ART IN N.Y.

Eighteen outstanding NBC-TV programs, presented on the network between 1948 and 1961, will be featured during the course of a 14-week series of screenings called "Television USA: Thirteen Seasons" presented by New York City's Museum of Modern Art, beginning Feb. 5.

Selected from productions of the three major television networks during the 13 seasons kinescopes and films of the programs will be shown twice daily in the Museum Auditorium.

Approximately 50 television programs will be used in the retrospective project, which is being directed by Jac Venza, under the over-all direction of Richard Griffith, curator of the Museum's Film Library. Assisting Venza are five men, each of whom is organizing programs for different categories. Isaac Kleinerman will organize the selection of news and special events programs. Lewis Freedman has dramatic programs. Burt Shevelove will oversee comedy and music programs. Perry Wolff is assigned programs dealing with education in the arts. Abe Liss is organizing the selection of outstanding commercials.

The project, first of its kind in the museum's history, was initiated in 1961 when the museum asked the networks' aid to determine whether enough material existed on film or kinescope. At that time Rene d'Harnoncourt, director of the Museum stated: "We expect that such a

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retrospective would accomplish within the field of television the same kind of result that we have experienced with retrospectives of the film, architecture, design, photography, painting and sculpture. That is, by focusing attention on those areas in which the museum feels the medium has made significant contributions to the art of our time, the exhibition would help the public to develop general standards of understanding, enjoyment and evaluation."

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NBC-New York, 1/18/63

MONITOR

THE NBC WEEK-END RADIO SERVICE

January 18, 1963

TOPICS LISTED FOR UPCOMING "KNOW YOUR FBI"

SEGMENTS ON NBC RADIO'S "MONITOR '63"

Topics to be covered by NBC Radio's "Know Your FBI" series in weekend "Monitor '63" segments were announced today by Robert Wogan, Director, Programs, NBC Radio Network.

The topics for 1963 include:

- "Crimes on Indian and/or Government Reservations"
- "Cattle Thefts"
- "Major Jewel Thefts"
- "Communist Party Underground Tactics"
- "Techniques of Making an Arrest"
- "How the Much-Maligned Informants Have Saved Lives and Helped Solve Vicious Crimes"
- "Humorous Incidents in FBI Investigations"
- "Women in Crime"
- "Confidence Games"
- "Tips to Citizens on What to Do If They Witness a Crime"

Produced in cooperation with the Federal Bureau of Investigation, the five-minute programs have Russ Ward of NBC News as host-interviewer.

Scheduling for the above and other program topics will be announced.

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MARGIE McNALLY, OF 'ELEVENTH HOUR' CAST, TO BE MARRIED

Margie McNally, featured as receptionist Beth Wanger on NBC-TV's "The Eleventh Hour" series, will marry Robert E. Petersen, Los Angeles magazine publisher and sportsman, on Jan. 26.

The ceremony will be performed by the Rt. Rev. Msgr. John J. Devlin in St. Victor's Church of Los Angeles. The couple met 18 months ago and became engaged last Christmas Eve.

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NBC-New York, 1/18/63

REVISED CREDITS FOR 'YOUNG DOCTOR MALONE' ON NBC-TV

Time: NBC-TV Network, Monday through Friday,
3:30-4 p.m. EST.

Format: Serial drama, set in the Maryland town of
Dennison, about Dr. Jerry Malone, head of
Valley Hospital and the local medical
school; his wife, Tracey; his adopted son,
Dr. David Malone, who is in private
practice with his father, and their
relatives and friends.

Cast:

Dr. Jerry Malone.....	William Prince
Dr. David Malone.....	John Connell
Tracey Malone.....	Augusta Dabney
Jill Malone Renfrew.....	Sarah Hardy
Lionel Steele.....	Martin Blaine
Clare Bannister Steele....	Lesley Woods
Faye Bannister Koda.....	Chase Crosley
Dr. Stefan Koda.....	Michael Ingram
Jennifer Koda.....	Dianne Ramey
Dr. Ted Powell.....	Peter Brandon
Deirdre Bannister.....	Elizabeth St. Clair
Harold Cranston.....	William Post Jr.
Christabel Fisher.....	Betty Sinclair
Eve Cusack.....	Loretta Leversee
Dr. Erica Brandt.....	Ann Williams
Matthew Steele.....	Nicolas Coster

Producer: Doris Quinlan

Director: James Young

Writer: Richard Holland

Unit Manager: Clem Egolf

Music Director: Billy Nalle

Original Starting Date: Dec. 29, 1958.

Origination: Live, from NBC-TV's New York Studios.

NBC Press Representatives: Leonard Meyers (New York); Jane Ober
(Burbank).

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NBC-New York, 1/18/63

OM THE NATIONAL BROADCASTING COMPANY

ty Rockefeller Plaza, New York 20, N. Y.

2-X-H

January 21, 1963

"IS BRYSON RASH?": THE TABLES ARE TURNED (ALL IN FUN)
AS NATIONAL PRESS CLUB DISKS OUT A WELCOME
TO NBC NEWSMAN, ITS INCOMING PRESIDENT

When Bryson Rash, NBC News Washington correspondent and newly elected president of the National Press Club formally takes office at the club's inauguration dinner Feb. 2, in Washington, he will get an unusual send-off from his NBC associates and fellow reporters.

In the past, the traditional inaugural for the new president has taken the form of a mock newspaper written by the new officer's co-workers.

Rash, however, will be presented with a long-playing record entitled "Is Bryson Rash?" The disk features NBC News correspondents David Brinkley, Robert McCormick and Richard Harkness as well as former National Press Club officers and other Washington journalists. Excerpts of the record will be played at the dinner.

Copies of the record, which is enclosed in a special album cover, will be distributed to all press club members at the dinner. Members not attending will receive the record by mail.

On the first side of the disk, Brinkley presents a humorous account of Rash's career. Assisting Brinkley are McCormick, Harkness, Patty Cavin (women's editor of WRC and president of the Women's Press Club), May Craig (of the Portland, Me., Press-Herald), and Sarah McClendon (of the El Paso, Tex., Times. WRC staff announcers Ed Walker and Willard Scott are also heard imitating Rash as a boy and portraying his teacher and others who played a part in Rash's career.

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On the record's second side, Rash presents a tongue-in-cheek reply to the charges. The former club officials participating include outgoing president George Cullen.

Rash has been a radio and TV reporter on the Washington scene for 25 years. He started his career working part-time for the NBC News Washington bureau while attending American University. In 1940, when NBC's former Blue Network became a separate organization (now ABC), Rash joined it as a newsman. He returned to NBC in 1954.

Rash has been assigned to every major national political convention and has followed every Presidential campaign since 1940. He has also covered such important stories as the United Nations charter signing, the Japanese-American peace treaty, the Wake Island meeting of Truman and MacArthur, Khrushchev's and Mikoyan's American tours, and the detonation of the world's first hydrogen bomb at Eniwetok in 1956.

Rash currently does daily evening news programs on WRC and WRC-TV, is anchorman of "Dimension 4," a weekly WRC-TV series, and is heard on NBC Radio's "News-on-the-Hour," "Monitor" and "Emphasis" programs.

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NBC-New York, 1/21/63

PAULINE FREDERICK'S FANS 'POSTED' IN MAGAZINE ARTICLE
ON HER UNITED NATIONS ASSIGNMENT FOR NBC NEWS

FOR RELEASE TUESDAY, JAN. 22

Pauline Frederick, NBC News' United Nations correspondent, has impressed so many people with her reporting that she has "received many professional awards, several marriage proposals and even occasional free rides from admiring New York cab drivers," according to an article in the current Saturday Evening Post.

The article, written by Gay Talese and titled "Perils of Pauline," reports that visitors to the UN, "eager to see Miss Frederick in person, often inquire if she is part of the official tour (she isn't), and other Frederick fans have so closely identified her with the UN that, after Dag Hammarskjold was killed in the African air crash, they sent her sympathy cards."

"One of her fans, poet Carl Sandburg, applauds her 'rare mind and spirit,' and Paul Hoffman, the former Marshall Plan administrator, calls her 'the Voice of the United Nations,'" the article says. "Adlai Stevenson has toasted her as 'my youngest old friend at the United Nations,' and fellow NBC newscaster Chet Huntley hails her as 'our dependable right arm in sorting out the legalities, the propaganda, the nationalistic sensitivities and the international nuances which frequent the UN.'"

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NBC-New York, 1/21/63

LEGISLATION CONGRESS MAY PASS WILL BE THE TOPIC
OF NBC NEWS CORRESPONDENT MCCORMICK IN TALKS
IN WASHINGTON (D.C.) AND ROCHESTER (N.Y.)

Robert McCormick, NBC News' Congressional correspondent, will discuss the new Congress and the kind of legislation it may pass during the new session when he talks before business and civic groups in two cities during the next two weeks. Both talks are titled "If Congress Moves at All, Which Way Will It Go?"

On Jan. 23, McCormick will speak at a dinner meeting of the Business Council for International Understanding in Washington, D. C. The council is composed of business leaders whose firms operate overseas. It is sponsored by the American University School of International Services.

On Feb. 6, McCormick will appear before the City Club of Rochester, N. Y., an organization of that city's civic leaders.

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NBC-New York, 1/21/63

ROSTER OF PROMINENT BY-LINERS ANNOUNCED FOR SPECIAL WNBC-TV NEWS SHOWS
DURING CONTINUED STRIKE SHUTDOWN OF NINE NEW YORK NEWSPAPERS

A roster of prominent newspaper columnists and reporters has been announced for WNBC-TV's "Newspaper of the Air" (Monday-Friday, 5-6:30 p.m. EST) and "Evening Report" (Friday, 9:30-10 p.m. EST) during the week of Jan. 21-25. The programs are designed for the continuing period of the strike shutdown of nine New York dailies. The guests follow:

Monday, Jan. 21 -- Steve Scheuer of the Journal-American, Priscilla Tucker of the Herald Tribune, Jimmy Cannon of the Journal-American, Herb Kamm of the World-Telegram & Sun, Heloise Cruse of the Journal-American and Joy Fisher of the office of educational services of the New York City Board of Education.

Tuesday, Jan. 22 -- Richard K. Doan of the Herald Tribune, Dave Hoffman of the Herald Tribune and Harold Schonberg of the Times.

Wednesday, Jan. 23 -- Robert Lipsyte of the Times, John David Griffin of the Mirror, Sanford Stanton of the Journal-American, Ken Kling of the Mirror and Joy Fisher.

Thursday, Jan. 24 -- Val Adams of the Times, Ann Olsen of the World Telegram & Sun and Heloise Cruse.

Friday, Jan. 25 -- Bob Williams of the Post and Joy Fisher.

Heloise Cruse will also appear on "Evening Report" Friday, Jan. 25.

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NBC-New York, 1/21/63

MERV GRIFFIN MAKES WEEKEND TRIP TO ATLANTA TO EMCEE
NATIONAL MARCH OF DIMES 25TH ANNIVERSARY DINNER

Merv Griffin, star of NBC-TV's "The Merv Griffin Show" color series, flew to Atlanta via jet last weekend (Jan. 19-20) to emcee the silver anniversary dinner of the national March of Dimes at the Riveria Motel.

Comedian Milt Kamen, frequent guest and "movie critic" on "The Merv Griffin Show," accompanied Griffin and also appeared on the March of Dimes show. Jazz clarinetist Pete Fountain and his band provided music.

Griffin said that although his weekends with his wife Julann and three-year-old son Tony at their Calithon, N. J., farm are more precious now than ever -- due to his busy TV schedule -- he was delighted to volunteer his services to the March of Dimes' 25th birthday party.

"We have reason to celebrate," Griffin said. "Twenty-five years ago the American people -- through the March of Dimes -- set out to lick polio, and conquer it they did with two successful vaccines. Now, the same great campaign has already begun to show results in the new target areas of birth defects and arthritis."

Griffin's Atlanta appearance was arranged through the NBC-TV affiliate there, WSB-TV. ("The Merv Griffin Show" is seen in color on NBC-TV Mondays through Fridays, 2-2:55 p.m. EST).

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NBC-New York, 1/21/63

CAST AND CREDITS FOR 'TWO FACES OF TREASON,' ORIGINAL DRAMA
IN COLOR ON 'DU PONT SHOW OF THE WEEK' SUNDAY, FEB. 10

Title: "Two Faces of Treason" on "Du Pont Show
of the Week"

Date and time: NBC-TV color broadcast Sunday, Feb. 10
(10-11 p.m. EST).

Starring: Lloyd Nolan, Larry Blyden, James Daly and
Martha Scott

Original teleplay by Philip Reisman Jr.

Executive producer: Franklin Schaffner

Producer: Jacqueline Babbin

Director: Franklin Schaffner

Associate director: Robert Hopkins

Assistant to the producer: Nora Ahern

Assistant to the director: Maureen Hesselroth

Technical director: O. Tamburri

Scenic designer: Jan Scott

Unit manager: Jim Marooney

Costumes by Noel Taylor

Makeup by Robert Phillippe

Graphic arts: Guy Fraumeni

Lighting: Alan Posage

Video: Arnold Dick

Audio: Jim Blaney

Production by The Directors Company

* * *
(more)

2 - Credits for 'Two Faces of Treason'

Origination: NBC Studios, Brooklyn, N. Y., via color
tape.

Sponsor: The Du Pont Company

Agency: Batten, Barton, Durstine & Osborn Inc.

NBC Press Representatives: Charlie Gregg, New York, and Bill Kiley,
Burbank.

* * *

THE CAST

James Feverel.....Lloyd Nolan
Cpl. William Yarrow....Larry Blyden
Albert.....James Daly
Helen Adams.....Martha Scott
Bob Crane.....James Patterson
The Sergeant.....Frank Campenella
Col. Mulgrew.....Barnard Hughes
Miss Cloy.....Valora Noland
Dr. Waterpark.....Frank Schofield
The Visitor.....Leon B. Stevens
Dr. Swanton.....Royal Beal
Navy Commander.....Rod Colbin
Air Force Commander....Dan Fellows
Army Commander.....Allen Collins

* * *

THE STORY

Army Corporal William Yarrow (Larry Blyden), generally regarded by his superiors as a competent soldier albeit a "goldbrick," volunteers for a new assignment, expecting routine duties. Instead, his service record is destroyed and he is ordered to report to a counter-intelligence unit under a civilian, James Feverel (Lloyd Nolan).

(more)

3 - Credits for 'Two Faces of Treason'

Yarrow is shown the corpse of a Communist agent whose face resembles his own. "This is your new identity," Feverel tells him. Thus begins a harrowing suspense story as Yarrow's double-life involves him in the murder of a Communist operative, Helen Adams (Martha Scott), who has outlived her usefulness, and in high treason by a mysterious Red agent known as Albert (James Daly).

* * *

THE STARS

Lloyd Nolan (Feverel) starred for several seasons on NBC-TV as "Martin Kane, Private Eye" before winning the Donaldson and New York Drama Critics Awards for his 1954 Broadway portrayal of Queeg in "The Caine Mutiny Court Martial." A few of his numerous movie credits include "Peyton Place," "A Hatful of Rain" and "Guadalcanal Diary."

Larry Blyden (Yarrow) won rave notices and an Emmy Award nomination for his title role portrayal in NBC-TV's dramatization of Budd Schulberg's "What Makes Sammy Run?" He starred on NBC-TV in a drama, "One Loud Clear Voice" as a political reformer turned machine boss. He performed on Broadway in "Flower Drum Song."

James Daly (Albert) starred in "Give Us Barabbas" on "Hallmark Hall of Fame," in "The Court Martial of Billy Mitchell" and "Lee at Gettysburg," both on "Omnibus," and "Destiny West" on "Our American Heritage" -- all acclaimed NBC-TV dramas. His Broadway credits include "J. B.," "Major Barbara" and "The Glass Menagerie."

Martha Scott (Helen Adams) has many Broadway credits including "Our Town," "Soldier's Wife" and "The Remarkable Mr. Pennypacker." She has starred in movies including "Sayonara," "Our Town," "Ten Commandments" and "One Foot in Heaven." She was hostess of NBC-TV's "Modern Romance" series.

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NBC-New York, 1/21/63

January 22, 1963

NBC INTERNATIONAL SET NEW OVERSEAS SALES RECORD OF TV PROGRAMS

IN 1962, WITH 61% GAIN IN DOLLAR VOLUME OVER 1961

Overseas Sales of News and Public Affairs Programs up 52%

NBC International established a new overseas sales record in 1962 with an increase of 61% over its dollar volume in 1961, it was announced today by Joseph M. Klein, Director, NBC International.

Another high mark was set in 1962 by NBC International's sales of news and public affairs programming to foreign television stations, marking an increase of 52% over the previous year.

NBC International now distributes television programs to more than 100 stations in 60 countries throughout the world. Total overseas audiences for these shows are estimated at 300,000,000 viewers.

Mr. Klein attributed the banner year, the fifth consecutive annual increase in NBC International's six-year history, to several factors: "Aside from the phenomenal growth of the foreign television markets, the rise in NBC International program sales is due to the expansion of our four permanent overseas offices in London, Mexico City, Sydney and Toronto; the more direct contact and consultation between our regular staff representatives and overseas clients; the increasing receptivity to the broader and steadily improving NBC program availabilities."

During 1962, NBC International organized a Public Affairs Association to distribute NBC's public affairs programs to member nations on a regular basis. In addition, NBC International developed "Operation: Information" to supply news and public affairs programs to some of the emerging nations free of charge.

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NBC'S GEORGE A. HEINEMANN AIDS
FREEDOM FROM HUNGER DRIVE

George A. Heinemann, NBC Manager of Public Affairs, will attend the annual trustees meeting of the American Freedom From Hunger Foundation in Washington, D.C., on Jan. 23 as an adviser.

The meeting will formulate plans for a national Freedom From Hunger campaign, including a National Freedom From Hunger Week, March 17-23. Mr. Heinemann will assist in the publicity and educational aspects of the campaign.

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NBC-New York, 1/22/63

VIEWERS FAVOR KEEPING DICK POWELL'S NAME IN SHOW TITLE

The affection of television viewers for Dick Powell was demonstrated in a recent study when the overwhelming majority of those queried felt it would be a tribute to the late star and producer to preserve his name in the title of the NBC-TV Tuesday night (9:30 to 10:30 p.m. EST) dramatic anthology series.

With the untimely death of Powell, NBC commissioned Trendex Inc. to make a study of 1,043 television viewers in 26 U. S. cities to determine the advisability of keeping the star's name in the title, "Dick Powell Theatre." While nine out of 10 viewers were aware of his death, less than 10 per cent of those interviewed felt that the title should be changed. This tribute to Powell encouraged the network, sponsors and stars to move forward in their plans to maintain this series at the high creative level which has resulted in wide audience and critical approval.

Some of the stars who have volunteered their services to appear as hosts on the program are James Stewart, Frank Sinatra, Gregory Peck, Glenn Ford, David Niven, Steve McQueen, Dean Martin, Rock Hudson, Robert Taylor, Kirk Douglas, John Wayne, Jack Lemmon, Robert Mitchum, Charles Boyer, Jackie Cooper, Milton Berle and Danny Thomas.

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NBC-New York, 1/22/63

TEX ANTOINE, OF WNBC-TV'S "NEWSPAPER OF THE AIR," FINDS HIMSELF
IN COMIC STRIP, AND--WITH PRODUCER HAGAN--CREATES ANOTHER

Tex Antoine, who reads the comics on WNBC-TV's "Newspaper of the Air" (Mondays through Fridays, 5-6:30 p.m. EST), has found himself in the funnies. Greig Flessel, creator of the comic strip "David Crane," decided to put Tex into his strip, good-naturedly, as a villain.

Tex appears in today's (Jan. 22) strip arguing with a young lady.

Tex and the program's producer, Chet Hagan, will be honored by the National Cartoonist Society with a dinner tomorrow (Jan. 23) at the Lamb's Club in New York.

In return, Hagan and Tex will create their own comic strip using only cartoonists as subjects. Hagan is having a photographer take candid photos of various cartoonists during the dinner.

Hagan will supply fictitious lines for each cartoonist in a strip of photos with the dialogue emanating cartoon "balloon" fashion from the cartoonists' mouths. This "Hagan Comics" will be seen on "Newspaper of the Air" Thursday (Jan. 24).

("Newspaper of the Air" is telecast during the period of the strike shutdown of nine New York dailies.)

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NBC-New York, 1/22/63

January 23, 1963

NBC FILMS TO INTRODUCE 'MICHAEL SHAYNE'

FULL-HOUR TV SERIES TO SYNDICATION

NBC Films will introduce the "Michael Shayne" television series to syndication, it was announced today by Morris Rittenberg, President, NBC Films.

The 32 full-hour episodes, which appeared on the NBC-TV Network during 1960 and 1961, are now available to local stations and sponsors. The famous private eye series, based on the Brett Halliday books that have sold over 20 million copies, was produced by Four Star Television. Richard Denning stars in the title role.

"Mike Shayne's popularity continues to meet the test of time," Mr. Rittenberg said. "He's known to national radio and television audiences and to readers all over the world via book translations. Now he's ready for new local television audiences in different time periods."

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NBC-TV NETWORK PROGRAM

'NBC WHITE PAPER' ON 'THE BATTLE OF NEWBURGH' WINS FIRST
TV AWARD BY NATIONAL CONFERENCE ON SOCIAL WELFARE

"The Battle of Newburgh," an "NBC White Paper," has been voted a special award by the National Conference on Social Welfare, marking the first time that a television program has been honored by this organization.

In announcing the 1963 awards for "an outstanding contribution to social welfare," Conference president Sanford Solender noted that "this production, which did so much at a critical time to improve public understanding of the complicated issues in public welfare, highly merits this recognition."

Irving Gitlin, executive producer of the "NBC White Paper" series, will accept the award at the Annual Forum of the Conference May 22 in Cleveland, O. "The Battle of Newburgh" was presented on the NBC-TV Network Jan. 28, 1962.

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NBC-New York, 1/23/63

FIVE GUESTS FROM DAILIES ADDED TO WEEK'S SCHEDULE
OF WNBC-TV "NEWSPAPER OF THE AIR"

Five New York newspapermen have been added to this week's roster of guests on WNBC-TV's "Newspaper of the Air" (Mondays through Fridays, 5-6:30 p.m. EST) and "Evening Report" (Fridays 9:30 to 10 p.m. EST).

On Friday, Jan. 25, Phil Dougherty of the Times and Bob Stewart of the World Telegram & Sun will appear on "Newspaper of the Air." On "Evening Report" the same night, Howard Tuckner of the Times will be a guest.

Scheduled to appear on "Newspaper of the Air" today (Wednesday, Jan. 23) are A. H. Raskin of the Times and Ralph Schoenstein of the Journal-American.

The postponement of President Kennedy's news conference by one day to Thursday, Jan. 24, has caused a change in airdate for Ken Kling of the Mirror and Robert Lipsyte of the Times who were rescheduled to appear today (Jan. 23).

The programs are broadcast during the strike shutdown of nine New York dailies.

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NBC-New York, 1/23/63

January 24, 1963

WILLIS GRANT APPOINTED COORDINATOR,
CORPORATE INFORMATION, FOR NBC

Willis Grant has been appointed Coordinator, Corporate Information, National Broadcasting Company, it was announced today by Robert D. Kasmire, Director, Corporate Information, National Broadcasting Company.

Since August, 1962, Mr. Grant has been Manager, Research Surveys, NBC Research Department. He joined NBC in August, 1956, as a Research Associate and was named Supervisor of Research Surveys in May, 1959. Before joining NBC he was with Young & Rubicam and Ted Bates advertising agencies, and the Pocket Books Division of Simon and Schuster Inc.

Mr. Grant is a graduate of the University of Buffalo. He also attended the University of Chicago and did graduate work at New York University. He and his wife, Christina, and their two children, Jonathan, seven, and Suzanne, two, reside in Yonkers, N. Y.

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DAN BLOCKER (OF 'BONANZA') NAMED 'TEXAN OF THE YEAR'

BY THE TEXAS PRESS ASSOCIATION

Dan Blocker, who co-stars as Hoss Cartwright in NBC-TV's "Bonanza" color series, has been named "Texan of the Year" by the Texas Press Association and will receive the organization's award Jan. 26 in the El Tropicano Hotel, San Antonio.

Blocker thus becomes the third person to receive the honor which is bestowed on well-known Texans, outside politics, who now reside outside the state, but bring fame to it through outstanding accomplishments. In 1961, the honor went to baseball's Paul Richards and last year to pianist Van Cliburn.

For receiving this year's award, Blocker will be presented to both Houses of the Texas Legislature Jan. 28 in Austin.

An engraved copper plaque will be presented to him at the Jan. 26 ceremonies. It reads:

"This award is presented on behalf of the daily and weekly newspapers of Texas to Dan Blocker, who truly measures up to a Texan's yardstick of a real Texan. It is tendered in appreciation of the high honor and distinction he has brought to the Lone Star State. Dan Blocker's role as Hoss Cartwright on NBC-TV's "Bonanza" series is natural casting. In real life, as in his character part, the world of this modest and unassuming Texan is as good as his bond. This gentle giant of a man had to have a big body for such a big heart. Texas newspapers salute him for what he is as well as for the fame he has brought to our great state."

Dan was born in Bowie County and spent his early life in O'Donnell. He attended the Texas Military Institute at San Antonio, Hardin Simmons University, Abilene, and Sul Ross State Teachers College at Alpine.

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NBC-New York, 1/24/63

JULIE LONDON TO INTRODUCE LYRICS TO 'ELEVENTH HOUR' THEME
WHEN SHE GUEST-STARS IN DRAMA ON SERIES

Julie London will introduce the lyric version of NBC-TV's "The Eleventh Hour" theme song when she guest-stars as a famed torch singer who dies mysteriously, in the "Like a Diamond in the Sky" episode Wednesday, Feb. 13 (10-11 p.m. EST).

Sam Rolfe, "Eleventh Hour" producer, and Irving Elman associate producer, wrote the lyrics. Five instrumental recordings of the song have already been released. The music was composed by the show's musical director, Harry Sukman.

NBC-New York, 1/24/63

A LOOK AT MERV GRIFFIN

Merv Griffin, star of NBC-TV's "The Merv Griffin Show" color series (Monday through Friday, 2-2:55 p.m. EST), is featured in a four-page picture-story layout in the Feb. 12 issue of Look Magazine (distributed Jan. 29).

The story, by Virginia Kelly, praises Griffin as a "bright light" on television, with "affability and a fast line of patter." It says his show "consists largely of chitchat with topflight guest stars of a caliber not usually seen on TV until the sun is well over the yardarm."

Griffin is "bright without being smart-alecky, shrewd without being a wise guy," says the article. "By the force of his personality, Griffin lifts the whole show."

Eleven photos in the layout show Merv clowning with Mitch Miller, one of his guests and star of NBC-TV's "Sing Along with Mitch"; relaxing with his wife Julann and son Tony, 3, at their Califon, N. J., farm, and watching a screening of his own show. The pictures are by Ann Zane Shanks, wife of Bob Shanks, producer of "The Merv Griffin Show," and a professional photographer with frequent credits in major magazines.

The story mentions Merv "looks as though he really enjoys talking to his guests," who are described as "oddly assorted people like Danny Kaye, W. H. Auden and Pierre Salinger." It adds Griffin leads a "rampantly rustic life" at his farm.

"Only on weekends," Merv commented, scanning the article. "Most of the time it's munificently metropolitan."

BIG INCREASE IN WNBC-TV AND WNBC (RADIO) NEWS COVERAGE SHOWN
IN STATISTICS FOR WEEKS SINCE STRIKE OF N. Y. DAILIES BEGAN

Since the strike shutdown of all nine New York dailies almost seven weeks ago WNBC-TV has increased its weekly news broadcasts (local and network) from 11 hours per 140-hour broadcast week to 26 hours -- a rise of 136 per cent. At the present time New York's Channel 4 is devoting 19 per cent of its entire broadcast schedule to news programming.

WNBC (radio) is currently programming 50 hours of news each week out of a total broadcast schedule of 164 hours. Thirty per cent of all WNBC programming during the newspaper strike is devoted to news, as compared with only 13 per cent before the strike.

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NBC-New York, 1/24/63

January 24, 1963

PLENTY OF ROOM IN 'WIDE COUNTRY'
FOR WIDE TALENT OF SLIM PICKENS

Pickin's are far from slim for Slim Pickens.

Now he is a TV scriptwriter -- not satisfied to rest on his laurels as an actor, horseman, and technical adviser for (and occasional featured player) of NBC-TV's "Wide Country" (Thursdays, 7:30-8:30 p.m. EST).

Slim authored an upcoming episode of "Wide Country" titled "Speckle Bird," to be telecast Jan. 31. It is about a bucking horse which is labeled a killer and is doomed to the glue factory -- until Mitch Guthrie (series star Earl Holliman) enters the scene.

Slim dreamed up the story to star his famed bucking horse, Dear John, and he also wrote himself into a role as a veteran rodeo rider.

But what makes Slim most proud of "Speckle Bird" is that his nine-year-old daughter Maggie Lou makes her television debut in the full-hour drama.

"She turned out to be a better actor than her dad," says Slim.

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NBC COLOR TELEVISION NEWS

January 25, 1963

'CALIFORNIA...THE MOST' TO BE TELECAST IN COLOR MARCH 14
- - -
Date Change Announced for Program on Fastest-Growing State

"California...The Most," NBC News' full-hour special on America's fastest-growing state, will be telecast in color Thursday, March 14 from 7:30-8:30 p.m. EST.

(NOTE: This program previously was announced for Feb. 21 at 7:30 p.m. EST).

NBC News correspondent Edwin Newman will narrate the special program, which is being produced by Gerald Green. Lincoln-Mercury Division of Ford Motor Company (through Kenyon & Eckhardt Inc.) will sponsor the telecast.

California, with a population gain of more than 1,000 a day, was recently proclaimed by its governor, Edmund G. (Pat) Brown, as the most populous state in the union.

"California...The Most" will briefly trace the state's history, and investigate the causes of its phenomenal growth as well as some of the resultant problems.

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BUSY LECTURE SCHEDULE FOR RAY SCHERER
AND SANDER VANOCUR OF NBC NEWS

NBC News White House correspondents Ray Scherer and Sander Vanocur are in continuing demand as lecturers.

Scherer will speak at the Fifth Annual Awards Dinner at KMTV, Omaha, Neb., on Jan. 28. The speech will be televised locally by KMTV, an NBC affiliate. Last week he spoke before the National Religious Broadcasters Association. In his speeches, Scherer analyzes the President's first two years in office.

Vanocur will address undergraduates of his alma mater, Northwestern University, Evanston, Ill., on Feb. 9, at the conclusion of a debating convention there. Vanocur has won a Distinguished Alumnus Award from Northwestern. The following night (Feb. 10) Vanocur will be guest speaker at a Lincoln Day luncheon of the Peoria Bar Association in his hometown, Peoria, Ill.

Last week, Vanocur was lead-off speaker at the Radio-TV Institute conducted by the University of Georgia and the Georgia Association of Broadcasters at Athens, Ga

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NBC-New York, 1/25/63

MONITOR

THE NBC WEEK-END RADIO SERVICE

January 25, 1963

CONGRESSIONAL RECORD INCLUDES TEXT OF 'JUSTICE' INTERVIEW PROGRAM
WITH SUPREME COURT JUSTICE CLARK ON 'MONITOR'

The U. S. Congressional Record of Jan. 14, included a transcript of the interview with U. S. Supreme Court Justice Tom C. Clark which was broadcast on NBC Radio Jan. 6. The interview, conducted by Russ Ward of NBC News, was the initial program in NBC Radio's "Justice" series broadcast within "Monitor 63" each weekend. Representative Richard E. Lankford (D.-Md.) placed the transcript in the Congressional Record.

CREDITS FOR PALM SPRINGS GOLF CLASSIC TELECAST ON NBC-TV

Date and Time: NBC-TV Network, Sunday, Feb. 3 (5 to 6 p.m. EST).

Program Summary: Action at the final three holes of the fourth annual Palm Springs Golf Classic at Indian Wells Country Club in California. Six TV cameras will be used for the coverage. This is the second straight year NBC-TV is televising the tourney windup.

Facts on Course: Indian Wells is 6,732-yard, par 71 course. Holes being televised are:
No. 16 -- 379 yards, par 4
No. 17 -- 416 yards, par 4
No. 18 -- 482 yards, par 5.

Commentators: Chick Hearn, Lindsey Nelson and Bill Symes.

Producer: Perry Smith

Director: Harry Coyle

Sponsors (and agencies): Goodyear Tire & Rubber Company (Young & Rubicam) and Wilson Sporting Goods Company (Campbell-Mithun Inc.).

NBC Press representatives: Bob Goldwater (New York) and George Marakas (Burbank).

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NBC-New York, 1/25/63



NBC COLOR TELEVISION NEWS

January 28, 1963

SYNCHRO-16 COLOR, SWIFT PRODUCTION TECHNIQUE FOR FILMING
COLOR TV PROGRAMS AT REMOTE POINTS, DEVELOPED BY NBC
Five Full-Hour Programs Filmed in Eight Days

Synchro-16 color, a new, unusually fast production technique for film color television programs at remote sites, has been developed by the National Broadcasting Company. The technique utilizes 16mm color film and three-camera synchronized filming.

Using Synchro-16 color in Japan last November, NBC-TV's "International Showtime" filmed five full-hour color programs, normally a 25-day project, in only eight days. "Great Japanese Circus," to be telecast Friday, Feb. 1 (7:30-8:30 p.m. EST), is the first of the five programs to be broadcast. The second will be presented Feb. 15.

The genesis of Synchro-16 color was the planning of NBC-TV's most recent Color Week, Oct. 1-7, 1962. One of the programs to be broadcast in color during Color Week was "International Showtime," regularly presented via black-and-white tape.

Most color television programs are produced either on color tape or 35mm color film. But Europe, more specifically Ravenna, Italy, where the Oct. 5 "International Showtime" was produced, has no facilities for color television tape. And for the unusual (from the top of the arena) production shots, 16mm film cameras, more mobile than conventional 35mm cameras, were selected.

(more)

To maintain the three-TV-camera effect with which "International Showtime" audiences are acquainted, three 16mm cameras were operated simultaneously from different locations in the arena. Each filmed all the action, and the shooting was completed in three days. Then the three separate color films were edited to one program, "The Great Circus of the Women."

The success of the production in Italy prompted NBC and "International Showtime" to develop Synchro-16 color further and utilize the technique for the five programs to be produced in Japan. Careful and all-inclusive pre-planning before the start of the filming, and then filming by Synchro-16 color, resulted in the completion of the five programs in only eight days.

Norman Grant, Director, Color Coordination, NBC-TV, is the architect of Synchro-16 color. Joseph Cates and Lawrence White, executive producers, and Pat Plevin, producer, of "International Showtime" installed Mr. Grant's plans into their operations in Italy and Japan.

"Synchro-16 color is a production technique suited to many 'in-the-field' color television programs, especially those faced with a time-and-facilities problem," Mr. Grant said. "It is ideally suited for 'International Showtime.' Circuses don't stand still, and more often than not there's only one good chance to film what is there. Synchro-16 gets the job done by making the most of that one good chance."

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NBC-New York, 1/28/63

January 28, 1963

KRMD, SHREVEPORT, LA., IS NEW AFFILIATE
OF THE NBC RADIO NETWORK

KRMD, Shreveport, La., has joined the
NBC Radio Network effective Jan. 21, 1963.

The new affiliate is owned by T. B.
Lanford, its President, and is managed by Thomas
A. Gresham, General Manager.

KRMD operates full time with 250 watts
on 1340 kc. The address is P. O. Box 1712, Jefferson
Hotel, Shreveport, La.

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NBC TELEVISION NETWORK NEWS

January 28, 1963

BUCK HOUGHTON SIGNED TO PRODUCE NBC-TV '63-64 FULL-HOUR SERIES
WITH STAR-HOST RICHARD BOONE AND WRITER-EDITOR CLIFFORD ODETS

Buck Houghton has been signed as producer of the new hour-long series of original dramas to be presented by the NBC-TV Network during the 1963-64 season with Richard Boone as host and star performer.

Houghton was producer of Rod Serling's "Twilight Zone" for three years, starting with its inception in 1959. Houghton produced a soon-to-be-released episode on "The Dick Powell Theatre" titled "Adamsburg, USA," and was associated as producer with other series including "Man With a Camera," "Wire Service," "Meet McGraw" and "China Smith."

The new anthology series, as yet untitled, will be a Mark Goodson-Bill Todman Production in association with NBC. Clifford Odets, one of America's leading dramatists, will serve as head writer and story editor, as announced previously.

Boone, who will star in at least half of the plays and appear in supporting roles in the rest, will head a permanent stock company, whose members will be named shortly.

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BYLINERS LISTED FOR WEEK'S SCHEDULE
OF WNBC-TV'S "NEWSPAPER OF THE AIR"

Prominent newspaper columnists and reporters have been scheduled as guests on WNBC-TV's "Newspaper of the Air" (Monday-Friday 5-6:30 p.m. EST) during the week of Jan. 28-Feb. 1. The program is being broadcast for the duration of the printers' strike that has led to shutdown of nine New York newspapers. Guests are:

Monday, Jan. 28 -- Anna Olsen of the World Telegram & Sun, Red Smith of the Herald Tribune and Jack O'Brian of the Journal-American.

Tuesday, Jan. 29 -- Ralph Schoenstein of the Journal-American, Richard K. Doan of the Herald Tribune, Craig Claiborne of the Times and Charles McHarry of the News.

Wednesday, Jan. 30 -- Fred Hechinger of the Times, Dave Hoffman of the Herald Tribune, Jimmy Jemal of the News, John David Griffin of the Mirror and Albert Morehead of the Times.

Thursday, Jan. 31 -- Ralph Schoenstein of the Journal-American, Gay Talese of the Times and Harriet Van Horne of the World-Telegram & Sun.

Friday, Feb. 1 -- Patricia Peterson of the Times, Tom Wolfe of the Herald Tribune, Bob Williams of the Post and Bob Stewart of the World Telegram & Sun.

-----O-----

NBC-New York, 1/28/63

RYAN O'NEAL TO MAKE SIX-CITY PERSONAL APPEARANCE
TOUR FOR NBC-TV'S "EMPIRE" SERIES

Ryan O'Neal, co-star with Richard Egan in NBC-TV's Tuesday night color series "Empire," will leave Hollywood Feb. 3 on a six-city personal appearance tour, it was announced today by Al Rylander, Vice President, NBC Promotional Services.

The out-of-town tour was set by NBC in a tie-in with Screen Gems, producers of "Empire," and Solters, O'Rourke & Sabinson, public relations representative for Chrysler Corporation, a sponsor of the show.

O'Neal will visit Chicago Feb. 4, Columbus Feb. 5, Pittsburgh Feb. 6, Washington Feb. 7, Baltimore Feb. 8 and New York Feb. 9-12 for a series of television and radio appearances and to meet TV editors and columnists. Chrysler Corporation is arranging for the star to visit dealer showrooms. The NBC affiliate station promotion manager in each city in coordinating O'Neal's schedule of activities.

Mort Fleischmann, contact representative of NBC's Promotional Services Dept., will accompany O'Neal on the tour.

-----O-----

NBC-New York, 1/28/63

NBC TELEVISION NETWORK NEWS

January 28, 1963

22 NBC-TV PROGRAMS LISTED FOR SHOWING IN MUSEUM OF MODERN ART'S

"TELEVISION USA: THIRTEEN SEASONS" SCHEDULE IN NEW YORK CITY

Titles of the 22 NBC-TV programs to be shown during the Museum of Modern Art's "retrospective" series "Television USA: Thirteen Seasons" have been announced by the series director Jac Venza. The series of 54 programs, selected from the thousands of television shows produced between 1948 and 1961, will be shown on TV film and kinescope in the Museum of Modern Art's film auditorium in New York City from Feb. 5 through May 2.

The NBC-TV programs (and their credits) to be included in the series are:

KUKLA, FRAN AND OLLIE - "Lemonade" - 8/17/49

Producer: Beulah Zachary
Director: Lewis Gomavitz
Special Assistant to Burr Tillstrom: Joseph Lockwood
Musical Director: Jack Fascinato

GARROWAY AT LARGE - 1950-51

Director: Bill Hobin
Writer: Charles Andrews
Cast: Dave Garroway, Cliff Norton, Jack Haskell

PHILCO PLAYHOUSE, "The Rich Boy" - 2/10/52

Producer: Fred Coe
Director: Delbert Mann
Writer: Walter Bernstein
Adapted from a story by: F. Scott Fitzgerald
Cast: Grace Kelly, Gene Lyons, Phyllis Kirk, Tom
Pedi, Robert Pastene

2 - Museum of Modern Art

CORONATION OF QUEEN ELIZABETH - 6/2/53

VICTORY AT SEA: "Battle for Leyte Gulf" - 3/15/53

Producer and writer: Henry Salomon

Director: M. Clay Adams

Music: Richard Rodgers

Film editor: Isaac Kleinerman

GOODYEAR PLAYHOUSE: Marty - 5/24/53

Producer: Fred Coe

Director: Delbert Mann

Writer: Paddy Chayevsky

Cast: Rod Steiger, Esther Minciotti, Joe Mantell, Nancy
Marchand, Betsy Palmer, Lee Phillips

FORD 50TH ANNIVERSARY SHOW (NBC AND CBS)

Producer: Leland Hayward

Director: Clark Jones, assisted by John Bloch

Music director: Bernard Green

Writers: Frederick Lewis Allen, Agnes Rogers Allen, Howard
Teichman, Sidney Olson and Marshall Jamison

Choreography: Jerome Robbins

Sets: Paul Barnes

Costumes: Irene Sharaff

Cast: Mary Martin, Ethel Merman, Marian Anderson, William
L. Lawrence, Oliver J. Dragon (Burr Tillstrom), Amos
'n Andy (Charles Correll and Freeman Gosden), Oscar
Hammstein II, Howard Lindsay, Dorothy Stickney, Wally
Cox, Edward R. Murrow, Lowell Thomas, Rudy Vallee, Bing
Crosby, Frank Sinatra, Eddie Fisher, and others.

NBC OPERA THEATRE: "Tosca" - 1/23/55

Producer: Samuel Chotzinoff

Director: Kirk Browning

Adaptor-translator: John Gutman, from opera by Giacomo Puccini

Set: William Molyneux

Cast: Leontyne Price, David Poleri, Josh Wheeler

(more)

3 - Museum of Modern Art

PHILCO PLAYHOUSE: "A Man Is Ten Feet Tall" 10/2/55

Producer: Gordon Duff

Director: Robert Mulligan

Writer: Robert Alan Aurthur

Set: James Russell

Cast: Don Murray, Sidney Poitier, Martin Balsam

HALLMARK HALL OF FAME - "The Taming of the Shrew" - 3/18/56 (Color)

Producer: Maurice Evans Production

Director: George Schaefer

TV Adaptation: Michael Hogan and William Nichols

From Play by: William Shakespeare

Music: Lehman Engel

Costumes: Rouben Ter-Aroutunian

Production Design: Rouben Ter-Aroutunian

Cast: Maurice Evans, Lilli Palmer, Diane Cilento, Jerome Kilty, Philip Bourneuf, John Colicos, Douglas Watson

YOUR HIT PARADE - 11/25/55

Producer: Dan Lounsberry

Director: Bill Colleran

Ideas by: William Nichols

Art: Paul Barnes

Cast: Dorothy Collins, Snooky Lanson, Gisele Mackenzie, Russell Arms, Raymond Scott and Orchestra.

KRAFT THEATRE: "A Night to Remember - 3/28/56

Director: George Roy Hill

Adaptation from Walter Lord's book: George Roy Hill and John Whedon

Sets: Duane McKinney

Cast: Claude Rains (narrator), Clarence Derwent, David Cole, Dermot McNamara, Helena Carroll, Joanna Roos, Larry Gates, Bradford Dillman, Jerome Kilty and others.

(more)

4 - Museum of Modern Art

ERNIE KOVACS SHOW - 1/19/57 (COLOR)

Producer: Ernie Kovacs

Director: Barry Shear

PRODUCERS' SHOWCASE "Cinderella" - 4/29/57 (COLOR)

Executive producer: Mort Abrahams

Director: Clark Jones

Adapted for TV by: Frederick Ashton

Music: Serge Prokofiev

Settings: Otis Riggs

Cast: Margot Fonteyn, Michael Somes, Frederick Ashton,
Kenneth MacMillan, Franklin White, Pirmin Trecu,
Ray Powell, Alexander Grant, Royal Ballet under
management of Sol Hurok

PROJECT 20: "The Jazz Age" - 12/6/56

Producer: Henry W. Salomon

Writers: Salomon, Richard Hanser

Narrator: Fred Allen

HALLMARK HALL OF FAME: "Little Moon of Alban" - 3/24/58 (COLOR)

Producer-director: George Schaefer

Writer: James Costigan

Cast: Julie Harris, Christopher Plummer, Barry Jones,
George Peppard, Nora O'Mahoney, Elspeth March, Tom
Clancy, Pauline Flanagan, Mildred Trares, Helana
Carroll.

OMNIBUS: "Boswell's Life of Samuel Johnson" - 12/15/57

Director: Alan Schneider and Seymour Robbie

Producer: Robert Saudek Associates

Writer: James Lee

Sets: Henry May

Cast: Peter Ustinov, Kenneth Haigh, Sorrell Brooke, Michael
Clarke-Laurence

(more)

5 - Museum of Modern Art

WISDOM: "A Conversation with Edith Hamilton" - 2/8/59

Producer: Robert Emmett Ginna

Director: Same

Production Supervisor: Donald B. Hyatt

Cast: Edith Hamilton, Huntington Cairns (Secretary of
the National Gallery of Art in Washington,
D. C., as interviewer)

SPECIAL: "V.I.P." - 12/4/59 (COLOR)

Director: Burt Shevelove

Cast: Art Carney, Dick Van Dyke, Betty Garrett, Gloria Vanderbilt

PROJECT 20: "The Real West" - 3/29/61

Producer-Director: Donald B. Hyatt

Written by: Philip Reisman Jr.

Music: Robert Russell Bennett

Cast: Gary Cooper

NBC WHITE PAPER: #2 "Sit-In" - 12/20/60

Executive Producer: Irving Gitlin

Producer: Al Wasserman

Director: Robert Young

Writer: Al Wasserman, Robert Young

Narrator: Chet Huntley

DEMOCRATIC POLITICAL CONVENTION - 7/11/60 - 7/15/60

NOTE: A total of 18 NBC-TV programs was previously announced
for showing in the "Television USA: Thirteen Seasons" series. This
total has been corrected to 22.

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NBC-New York, 1/28/63

CAST AND CREDITS FOR THE RICHARD HALLIDAY-EDWIN LESTER

PRODUCTION OF MARY MARTIN AS 'PETER PAN' ON NBC-TV

Two-Hour Color Program to Have Repeat Showing Saturday, Feb. 9

This NBC-TV color presentation of Mary Martin as "Peter Pan" was staged, choreographed, and adapted by Jerome Robbins. It is based on the play by Sir James M. Barrie. The entire production was under the personal direction and supervision of Vincent J. Donehue. Cyril Ritchard is starred as Captain Hook. It will be repeated in color Saturday, Feb. 9 on NBC-TV (7-9 p.m. EST). This production originally was telecast Dec. 8, 1960.

THE CAST

Peter Pan	MARY MARTIN
Mr. Darling } Captain Hook }	CYRIL RITCHARD
Wendy) Jane)	Maureen Bailey
Mrs. Darling	Margalo Gillmore
Tiger Lily	Sondra Lee
Liza	Jacqueline Mayro
Smee	Joe E. Marks
Nana } Crocodile }	Norman Shelly
John	Joey Trent
Michael	Kent Fletcher
Slightly	Edmund Gaines
Curly	William Snowden
Nibs	Carson Woods
First Twin	Brad Herman
Second Twin	Luke Halpin
Tootles	David Komoroff

(more)

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2 - Cast and Credits -- Mary Martin as 'Peter Pan'

Lion	Richard Wyatt
Ostrich	Joan Tewkesbury
Kangaroo	George Zima
Wendy (grown-up)	Peggy Maurer
Black Bill	John Holland
Starkey	Robert Vanselow
Cecco	Richard Winter
Noodler	Frank Lindsay
Other Pirates	Kirby Smith, James Welch, James Sisco, Frank Marasco, Arthur Partington, John Smolka, Arthur Tookoyan.
Indians:	Anne Wallace, Bob Piper, Linda Dangcil, Lisa Lang, Diki Lerner, Annabelle Lyon, George Lake.
Narrated by	Lynn Fontanne.

* * *

CREDITS

Originally staged,
Choreographed and adapted by }

Based on the play by

Entire Production directed by

Executive Producer:

Produced for NBC-TV by

Production Associates:

Lyrics:

Music:

Additional Music:

Jerome Robbins

Sir James M. Barrie

Vincent J. Donehue

Richard Halliday

Dick Linkroum

Norman Grant, Rick Kelly

Carolyn Leigh

Moose Charlap

Jule Styne

(more)

3 - Cast and Credits -- Mary Martin as 'Peter Pan'

Additional Lyrics:	Betty Comden and Adolph Green
Choreography re-created by	William Sumner
Edited for TV by	Sumner Locke Elliott
Scenery:	Peter Larkin
Costumes:	Motley
Music Conductor:	John Lesko
Orchestral Arrangements:	Albert Sendrey
Incidental Music:	Trude Rittman and Elmer Bernstein
Flying Effects:	Kirby Flying Ballets, under the personal supervision of Peter Foy
Unit Manager:	Bill Dannhauser
Technical Director:	Lawrence Elikann
Additional Scenery by	Don Shirley
Associate Director:	Marcia Kuyper Schneider
Production Stage Managers:	Richard Auerbach, Sam Kirshman
Production Co-ordinator:	Barbara Isaac
Production Assistants:	Wendy Sanford, Tom Millott
Sponsors:	Timex Inc. and Thomas J. Lipton Inc.
Agencies:	Warwick & Legler Inc. for Timex and Young & Rubicam Inc. for Lipton Soups.
NBC Press Representative:	Betty Ann Lanigan (New York).

* * *

SYNOPSIS OF SCENES AND MUSICAL NUMBERS

ACT I

Scene 1. The Nursery of the Darling Residence.

Tender Shepherd.....Mrs. Darling, Wendy, John and Michael

I've Got to Crow.....Peter Pan

Neverland.....Peter Pan

I'm Flying.....Peter, Wendy and Michael

(more)

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Scene 2. Flight to Never-Neverland

I'm Flying (continued).....Peter, Wendy, John and Michael

ACT II

Scene 1. Never-Neverland

Pirate Song.....Captain Hook and Pirates

A Princely Scheme.....Captain Hook and Pirates

Indians.....Tiger Lily and Indians

Wendy.....Peter Pan and Lost Boys

Another Princely Scheme.....Captain Hook and Pirates

Neverland Waltz.....Liza

ACT III

Scene 1. Path Through the Woods

I Won't Grow Up.....Peter Pan and Lost Boys

Mysterious Lady Peter Pan and Captain Hook

Scene 2. Never-Neverland Home Underground

Ugg-A-Wugg; The Pow-Wow Polka...Peter Pan, Tiger Lily, Children
and Indians

Distant Melody.....Peter Pan

ACT IV

Scene 1. The Pirate Ship

Hook's Waltz.....Captain Hook and Pirates

The Battle.....Peter Pan, Captain Hook and Company

Scene 2. Path Through the Woods

Reprise: I've Got to Crow...Peter Pan, Liza and Company

Scene 3. The Nursery of the Darling Residence

Reprise: Tender Shepherd....Wendy, John and Michael

Reprise: I Will Grow Up.....The Darling Family and Lost
Boys

Scene 4. The Nursery, Many Years Later

Reprise: Neverland....Peter Pan

John Taylor (continues)... (John and Edward)

ACT II

New-Havenland

Edward and John...
A friendly conversation...
Edward and John...
Edward and John...
Edward and John...
Edward and John...

ACT III

John and Edward

I won't grow old...
Edward and John...
Edward and John...

Edward and John...
Edward and John...
Edward and John...

ACT IV

The House

Edward and John...
Edward and John...
Edward and John...

Edward and John...
Edward and John...
Edward and John...
Edward and John...

John

The House, New Havenland

NBC TELEVISION NETWORK NEWS X-H

January 29, 1963

NBC-TV TO PRESENT 3 NEW DAYTIME PROGRAMS STARTING APRIL 1

- - -

Two Dramatic Series and an Audience-Participation Show
Will Be Monday-through-Friday Features

Three new daytime programs -- including two dramatic series and an audience-participation show -- will premiere Monday, April 1 on NBC-TV's Monday-through-Friday afternoon schedule, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

The new programs, and their time periods, are:

"Ben Jerrod" (in color, 2-2:25 p.m. EST). A dramatic series based on cases of a young criminal lawyer.

A medical dramatic series presenting a complete story every day (2:30-3 p.m. EST), title to be announced.

"You Don't Say" (in color, 3:30-4 p.m. EST), an audience-participation show in which a panel uses incomplete sentences to try to identify a famous personality.

"Ben Jerrod" and the medical dramatic series will replace "The Merv Griffin Show," which is currently broadcast in color Monday-through-Friday 2-2:55 p.m. EST. "You Don't Say" will replace "Young Doctor Malone," currently broadcast 3:30-4 p.m. EST, Monday through Friday.

In discussing "The Merv Griffin Show," Mr. Werner said, "NBC believes that Merv Griffin is an extremely versatile performer, and we regret that the experiment of scheduling this type of show in the early afternoon hours has not worked out from an audience point of view.

(more)

2 - New Daytime Shows

However, we recognize Merv's many talents as an entertainer and we are discussing his future plans with him now."

The new program in the 2-2:25 p.m. EST time period, "Ben Jerrod," is a dramatic series based on the cases of a young criminal lawyer, with Michael Ryan in the title role. Co-stars include Addison Richards as Judge Abbott and Jeannie Baird as the judge's daughter, Agnes. "Ben Jerrod" will originate, in color, in Burbank, packaged by Roy Winsor Productions, Inc.

The setting for the medical dramatic series (2:30-3 p.m. EST) is a hospital. The series concerns the career of a young pediatrics surgeon, Dr. William Scott, played by star Jock Gaynor. Co-stars include Richard Roat as Dr. Jerry Chandler, Margot Moser as Dr. Elizabeth Hayes and J. Fred Scollay as the Rev. Sam Schaefer. The program will originate in New York, produced by Easterly Productions, with Orin Tovrov as executive producer and story consultant. The Colgate-Palmolive Company will sponsor five quarter-hours each week. Advertising agency for Colgate is Ted Bates and Co., Inc.

"You Don't Say" (in color, 3:30-4 p.m. EST) is an audience-participation show in which a panel of four contestants -- including two different celebrities each week -- uses incomplete sentences to try to identify a famous personality. "You Don't Say" will originate in Burbank, in color, co-produced by Bill Yagemann and Ralph Andrew in association with Desilu Productions, Inc. It will be the first Desilu production with a game-show format. Stuart W. Phelps will direct. An emcee for "You Don't Say" will be announced shortly, and guest celebrities will be drawn from among top names in television, motion pictures, theatre arts and sports.

(more)

3 - New Daytime Shows

Program stories and added production and casting details for each of the new NBC-TV daytime series will be announced soon.

Also involved in the new afternoon line-up for NBC-TV is "NBC News Early Afternoon Report," which will be telecast 2:25 to 2:30 p.m. EST, Monday through Friday, beginning April 1. The news program currently is broadcast 2:55-3 p.m. EST. "The Loretta Young Theatre" will remain in its present 3-3:30 p.m. EST time period.

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NBC-New York, 1/29/63

January 29, 1963

NETWORK RADIO'S ROLE IN MODERN MARKET PLACE DESCRIBED TO YOUNG
ADVERTISING PEOPLE IN NEW YORK BY NBC'S HOWARD G. GARDNER

Network radio's role in the modern market place was described to some 150 young advertising people in New York Jan. 28 by Howard G. Gardner, Director, Sales Administration and Development, NBC Radio Network.

Mr. Gardner, for the seventh consecutive season, delivered the network radio lecture in the Advertising and Selling Course of the Advertising Club of New York. The meeting took place in the auditorium of the United Engineering Center in New York City.

Mr. Gardner told the group that network radio can either serve as an effective primary advertising medium or as a supplementary medium to add reach, frequency and continuity -- at a most economical price -- to advertising in other media.

He pointed out that the network radio advertising dollar goes further today than it did in the old days when an advertiser spent up to \$45,000 weekly for three commercial minutes in a top network radio show. He said that today approximately \$35,000 will buy 63 announcements in a week on network radio, delivering far more commercial impressions when the vast audience to self-powered and automobile radios is included.

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

January 29, 1963

JOHN HLAVACEK NAMED MIAMI CORRESPONDENT FOR NBC NEWS

John Hlavacek, for the past year NBC News' Havana correspondent, has been named NBC News' Miami correspondent, it was announced today by Julian Goodman, Vice President, NBC News.

Hlavacek fills a post vacated by Richard Valeriani who was named NBC News' Midwest correspondent last August.

Hlavacek's news career spans 19 years, 13 of which were spent in various countries in Southeast Asia for United Press.

Born in Chicago March 13, 1918, Hlavacek grew up in La Grange, Ill. He attended La Grange Junior College and Carleton College in Northfield, Minn., where he earned a degree in mathematics in 1939.

Recipient of a Carleton-in-China Fellowship, Hlavacek studied at a language school in Peking, China, and later taught English at Carleton-affiliated high school in China.

In 1941, he went to work for the International Red Cross as a truck driver in Burma. A year later he had a civilian post in the Office of Military Attache at the American embassy in Chungking, China.

He joined UP in 1944, and was named Bombay (India); bureau manager a year later. By 1947, Hlavacek had become chief correspondent and manager for UP in India, Pakistan and Ceylon, a post he held for 10 years.

Hlavacek went to New York in 1957 for a year's study at Columbia University's Russian Institute while on a Council on Foreign Relations Fellowship. Completing his work, he moved to the Caribbean.

(more)

Hlavacek handled several assignments in this area for NBC News, including interviews with Batista and Peron, Mikoyan's first visit to Cuba in 1959, the pirating of the Santa Maria, and the assassination of Generalissimo Trujillo. Hlavacek was the first newsman to break this last story.

Joining NBC News as a full-time correspondent in January, 1962, Hlavacek was assigned to Havana where he worked until Oct. 18, four days before President Kennedy's speech on the Cuban crisis.

Hlavacek is married to the former Margaret Lyons of Harrisburg, Pa., who, under the pen name of Pegge Parker, was women's page editor for the Washington Times Herald, and later a reporter for the Fairbanks (Alaska) Daily News Miner.

The couple has five children: twins Michael and Mary (14), Suzanne (9), John (8) and James (6). The family lives in Coral Gables, Fla.

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NBC-New York, 1/29/63

ROBERT NORTHSHIELD OF NBC NEWS WILL BE MAIN SPEAKER
AT FOUNDERS' DAY ANNIVERSARY OF KNOX COLLEGE

Robert Northshield, NBC News producer, will be the principal speaker Feb. 15 at the Founders' Day Anniversary of Knox College at Galesburg, Ill.

His subject will be, "A Commodity Called Courage."

Mr. Northshield produced the critically acclaimed "Chosen Child," a study of adoption last Fall, and will produce "Who Goes There?," a survey of Communism, to be telecast on NBC-TV, March 1.

Mr. Northshield was graduated from Knox in 1944. The college was founded in 1837.

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NBC-New York, 1/29/63

NBC-TV NETWORK PROGRAM

U.S. MILITARY ACADEMY TO MAKE NBC SPECIAL PROJECTS TV PROGRAM,
'EISENHOWER ON LINCOLN,' PART OF CURRICULUM

An NBC Special Projects television program will enter the curriculum at West Point in the next academic year. The U. S. Military Academy will use "Eisenhower on Lincoln -- the Commander-in-Chief" in a new course on the Civil War to be given by the Department of Military Art and Engineering in 1963-64, according to Lt. Col. Everett O. Post, information officer.

The program, produced by James Nelson, will be telecast Monday, Feb. 11 (9:30-10 p.m. EST).

Army headquarters throughout the country are notifying all personnel that the program is recommended viewing, according to Maj. General C. G. Dodge, G. S., Chief of Information.

Eisenhower's appraisal of Abraham Lincoln as commander-in-chief was filmed in his study in Gettysburg, Pa., where he speaks with historian Bruce Catton. In evaluating Lincoln's military role, Eisenhower offers judgments of Union Generals George C. Meade, George B. McClellan and Ulysses S. Grant and Confederate General Robert E. Lee.

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NBC-New York, 1/29/63

FILMED MATERIALS FOR TWO 'NBC WHITE PAPER' TELECASTS (ON STALIN
AND KHRUSHCHEV) WILL GO TO HARVARD UNIVERSITY FOR RESEARCH

Filmed materials for "The Death of Stalin" and "The Rise of Khrushchev," a two-part report in the "NBC White Paper" series, will be donated to the Harvard University Library for use in research. The film footage comprises the two full-hour programs, plus more than 15 hours of interviews and background information not included in the telecasts.

Associate Librarian Philip J. McNiff told NBC in a letter: "The gift of these materials would be a significant contribution by NBC to scholarship and public service -- building on the great strength of Harvard's collection in the field of Slavic history and contemporary social and political thought."

Irving Gitlin, executive producer of the "NBC White Paper" series, replied: "We are happy to be of assistance and we hope that the material will prove helpful to the university and its scholars for many years to come."

Included are exclusive interviews -- filmed all over the world -- with dozens of eyewitnesses to developments in the Soviet Union between 1952 and 1958.

"The Death of Stalin" was presented on NBC-TV last Sunday (Jan. 27). "The Rise of Khrushchev" will be telecast Sunday, Feb. 3 (10-11 p.m. EST).

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NBC-New York, 1/29/63

NBC'S HILDA WATSON TO RETIRE

Hilda Watson, NBC's Coordinator of Public Service Announcements, will retire Jan. 31 after 33 years with the company. Miss Watson, a native New Yorker, has been a member of the NBC Public Affairs Department since its formation in 1930. She has held her present post for the past 15 years, acting as network liaison with and consultant to the Advertising Council, national welfare organizations, and government and civic agencies.

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NBC-New York, 1/29/63

STATISTICS ANNOUNCED ON EXTENSIVE EXTRA NEWS COVERAGE OFFERED
BY WNBC-TV AND WNBC DURING STRIKE SHUTDOWN OF 9 N. Y. DAILIES

Through the seventh week of the strike that led to the shutdown of nine New York newspapers, WNBC-TV and WNBC (radio) have broadcast 237 hours, 2 minutes of news that is in addition to regular news programs on both stations.

The seven weeks encompasses the period from Saturday, Dec. 8, the day the strike began, to Friday, Jan. 25. During this period, WNBC-TV's schedule has included a total of 73 hours, 30 minutes of regular news -- news that would have been carried had New York newspapers been publishing. But because of the strike, the station carried an additional 105 hours, 50 minutes of news.

For this same period, WNBC (radio) carried 227 hours, 20 minutes of regular news, plus an additional 131 hours, 12 minutes of extra newscasts.

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NBC-New York, 1/29/63

January 30, 1963

MENNEN COMPANY TO SPONSOR 5-MINUTE MONDAY-THROUGH-FRIDAY
SPORTS PROGRAMS WITH JOE GARAGIOLA ON NBC RADIO NETWORK

Noted sportscaster Joe Garagiola will begin a Monday-through-Friday five-minute sports program on NBC Radio Monday, Feb. 11, it was announced today by William K. McDaniel, Executive Vice President, NBC Radio Network.

The new show will be scheduled at early morning times in most cities. It will be sponsored by the Mennen Company through the Warwick & Legler advertising agency.

In announcing the new show Mr. McDaniel said: "We are indeed proud and happy to present Joe Garagiola, who possesses the rare combination of an insider's knowledge of the field of sports and magnificent wit. Not only will he keep NBC Radio listeners up to date on sports activities, but he's going to help them start the day with a smile."

The new morning program will take the form of news and highlights from the world of sports. Garagiola will present feature stories behind the day's top events and interviews with some of the nation's best-known athletes.

He recently signed a long-term contract with NBC, and for the past two seasons has been one of the commentators on the NBC-TV "Major League Baseball" telecasts. He will continue in that assignment this year.

(more)

2 - Garagiola

In addition to the regular-season baseball games, Garagiola was one of the NBC commentators for the 1961 and 1962 World Series and All Star Baseball Games. He launched his sportscasting career in 1955 as one of the announcers for games of the St. Louis Cardinals, the team with which he broke into baseball as a catcher.

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NBC-New York, 1/30/63

NBC TELEVISION NETWORK NEWS

January 30, 1963

SEASON'S FOURTH 'BOB HOPE SHOW' ON NBC-TV WILL PRESENT ROSTER
OF TOP-NAME PERFORMERS; SPONSORS ARE TIMEX AND PEPSODENT

Bob Hope will present a roster of top-name performers on the season's fourth "Bob Hope Show" special on NBC-TV Wednesday, March 13 (9-10 p.m. EST). The black-and-white telecast will pre-empt "Perry Como's Kraft Music Hall" color broadcast that night.

Frank Sinatra will be special guest on the Hope show which will star Robert Goulet, Brenda Lee, Les Brown and His Band of Renown and Edie Adams and the Hollywood Deb Stars.

The "Bob Hope Show" will be sponsored by U. S. Time Corporation (Timex) and Lever Brothers Company (Pepsodent). The respective agencies for the sponsors are Warwick & Legler Inc. and Foote, Cone and Belding Inc.

The March 13 date is close to the 13th TV anniversary for both Hope and Sinatra. Hope, who is marking his 25th year with NBC, made his TV debut as star of the premiere "Star Spangled Revue," a 90-minute NBC program on Easter Sunday, April 9, 1950. Sinatra made his TV debut as Hope's guest on the second "Star Spangled Revue" May 27, 1950.

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107 REPORTERS, EDITORS: COLUMNISTS AND FEATURE WRITERS ON WNBC-TV
SINCE STRIKE SHUTDOWN OF NEW YORK DAILIES BEGAN

Since the strike shutdown of nine New York newspapers Dec. 8, a total of 107 various newspaper reporters, editors, columnists and special feature writers have made guest appearances on WNBC-TV. This total represents programming through Jan. 29.

Fifty-seven newspapermen from the Times are included in this number, most of the Times' staffers appearing on WNBC-TV's "Sunday New York Times of the Air" (11:30 a.m. EST).

Syndicated columnists who have appeared on the station include Art Buchwald, Harriet Van Horne, Red Smith, Jack Gould, Inez Robb, Victor Riesel, Jim Bishop, Elsa Maxwell, James Reston, Henry J. Taylor, Arthur Krock, Arthur Daley and Russell Baker.

Several newspaper guests appear on each of the Monday-through-Friday "Newspaper of the Air" telecasts (5 p.m. EST), a 90-minute program that presents many newspaper features, such as comics, obituaries, fashions and social notes that are in addition to late news.

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NBC-New York, 1/30/63

NBC TELEVISION NETWORK NEWS^{2-X-H}

January 31, 1963

GOLF'S TOP CLASSIC--THE NATIONAL OPEN--IS ONE OF FOUR
MAJOR LINKS EVENTS ON NBC-TV'S SPORTS SCHEDULE

Golf's number one classic -- the National Open Golf Championship -- is one of four major golf tournaments now on the sports schedule of the NBC-TV Network.

NBC-TV will televise the windup of the Tournament of Champions on Sunday, May 5, the Buick Open on Sunday, June 9, and the National Open on Saturday, June 22.

As previously announced, the network will cover the final holes of the Palm Springs Golf Classic at Indian Wells Country Club in California Sunday, Feb. 3, from 5 to 6 p.m. EST.

The three golf telecasts in May and June will be 90 minutes long -- all from 4:30 to 6 p.m. NYT.

The 11th annual Tournament of Champions will be played at the Desert Inn Country Club in Las Vegas, Nev. Golfers who have won at least one major tourney during the past year are eligible for the four-day event concluding May 5.

Site of the sixth annual Buick Open to be covered June 9 is Warwick Hills Golf and Country Club in Grand Blanc, Mich.

The 63rd annual National Open will be played June 20-22 at The Country Club of Brookline, Mass., scene of the memorable 1913 Open in which Francis Ouimet registered a stirring upset victory in a playoff

(more)

with Harry Vardon and Ted Ray. Some 150 of the world's leading professional and amateur golfers will be in the starting field for the 72-hole classic. Only the low 50 scorers, plus ties for 50th place, will remain for the grueling 36 holes of play on the final day, June 22, when NBC-TV is televising play at the final hole.

This will be the 10th straight year that NBC-TV is covering the National Open, the seventh straight for the Tournament of Champions and the second year for the Palm Springs and Buick Open events.

Along with the four big tournaments to be covered live, NBC-TV's golf lineup currently includes two weekend filmed series -- "All Star Golf" on Saturdays and "Shell's Wonderful World of Golf" on Sundays.

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NBC-New York, 1/31/63

NBC'S DR. THOMAS H. BELVISO RETIRES

Dr. Thomas Belviso, Manager, Music and Literary Rights, retired today (Jan. 31) from NBC after almost 33 years service with the company. Dr. Belviso, who became 65 this month, is considering remaining active in the field as a music consultant.

Dr. Belviso joined NBC April 28, 1930, as a program builder and music director and conductor. In 1932 he was assigned to reorganize and coordinate music functions at NBC and in doing so he was appointed Manager of the entire Music Division, including Music Arranging, Music Rights, Composing and the Music Library.

Dr. Belviso has long been recognized as a national authority on matters pertaining to music and copyrights. He was awarded a Doctor of Music degree by Bethany College, Bethany, W. Va. Jan. 24, 1943.

In the broadcasting industry, he was among the first to apply original compositions to individual radio programs. He conducted the first American symphony, "Sinfonia," written about 1793 by John Christopher Moller, its first radio performance.

Prior to joining NBC, from 1922 to 1929, Dr. Belviso was General Music Director in New England for over 100 Paramount Theatres.

Dr. Belviso resides with his wife in Pelham Manor, N.Y. They have two sons.

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NBC-New York, 1/31/63

A WISCONSIN SALUTE FOR ROBERTA SHORE OF 'THE VIRGINIAN'

Roberta Shore, teen-age co-star of "The Virginian," NBC-TV's 90-minute Wednesday night color series, will be named "Honorary Cadet" of St. John's Military Academy, in Delafield, Wis., when she attends the school's annual Midwinter Ball on Feb. 9.

Special ceremonies under direction of Major General Edward G. Garrand, president of the academy, will mark the first time this honor has been bestowed in the school's 78-year-history.

Miss Shore's escort at the formal ball will be 16-year-old Robert E. Walton Jr., of Toledo, Ohio, an Academy student.

While in Wisconsin, Miss Shore will appear on two television programs for station WTMJ-TV in Milwaukee: "Today for Women" and a teen-age show, "12 to 20." She also will be guest of a special luncheon of the WTMJ-TV Youth Advisory Council, a group of teen-age leaders representing teen-age organizations in the Milwaukee area.

Miss Shore co-stars with Lee J. Cobb, James Drury, Doug McClure and Gary Clarke in "The Virginian." She formerly was a regular singer on "The Lawrence Welk Show" and a co-star of "The Bob Cummings Show." One of Hollywood's most active workers with youth organizations, Roberta has traveled throughout the United States and to Australia to address teen-age rallies.

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NBC-New York, 1/31/63

ADDED GUESTS ANNOUNCED FOR WNBC-TV'S

"NEWSPAPER OF THE AIR"

Added New York newspaper guests on WNBC-TV's
"Newspaper of the Air" Friday, Feb. 1 (5-6:30 p.m. EST) are
Ben Gross of the Daily News, Walter Terry of the Herald
Tribune and Patricia Peterson of the Times.

"Newspaper of the Air" has been broadcast through-
out the printers strike that has led to the strike shutdown
of nine New York dailies.

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NBC-New York, 1/31/63

